

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Equalization Subject 3. (Paper and Packaging Design Studies)
Name of the subject in English:	Equalization Subject 3. (Paper and Packaging Design Studies)
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-EQ3PPST-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of the course is that the students during their packaging and graphic design tasks should take into account the preparation and the industrial scale reproduction of the intellectual property (plan). Learn about the applied materials related to a specific topic, their processing, the possibilities and limitations of reproduction in printing and other manufacturing technologies. We offer students a basic understanding of the contemporary social, economic, creative industrial, environmental and information technological contexts of graphic design, how they function, and how they relate to the profession.

Within the framework of the course through practical assignments, students can experience and learn the communication strategy, the structure of the visual concept, global design, creation of image identity.

### SUMMARY OF THE CONTENT OF THE SUBJECT

Within the framework of the course through practical assignments, students can experience and learn the communication strategy, the structure of the visual concept, global design, creation of image identity.

With these global tasks students learn how to set up a visual strategy for a target group, contemporary packaging design, formal expectations of a product. Carry out a unified and harmonious graphic, typographic, illustrative communication. The course syllabus built up from a set of increasingly complex tasks to accommodate complexity of the ever-increasing expectations of current trade forums, trends and traditions. All technical presentation is followed by a design task allowing students to practice, learn what they have learned about the essence packaging design and get the idea of important professional encounters, the expectations, their possibilities, via both positive and negative examples...

Full presentation of a task consist of collecting material, sketches, design, building a mock-up and full documentation of the project. All phases of creative work of students is monitored by continuous consultations.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Style, taste and decoration on the package: packaging for premium canned seafood company.

Premium branding with individual packaging of canned sardines, mussels and crabs + exclusive collective packaging for a special selection of 4-8-12 cans. In the visual communication of the image, you can refer to the marine world, the environment, but you can also reflect your own culture with a more complex concept, including 2-3 flavour mutations or

several different types of canned products.

The task is graphic, typographic and formal design and the old brand identity of a local company, which can be found in the student's home country. Premium product in two package-size in line with the new brand image. The first step is to design a new, elegant, fresh logo or emblem. The visual concept to be exclusive, tastefully attractive, decorative, elegant, and also fine humor, gag, some directness can be applied. Two packs should be planned, a canned good pack and a special selection pack. Two packings of the same visual concept should be built, as mutations in different sizes, depending on the ratio. The packages should be illustrative, typographically perfect, formally unique, combined with an interesting material that matches the style. During the task we will experience the importance, the possibilities and the message of the use of colours, the content of the text, the need for typography (including Braille), the meaning of illustrative elements.

Collection, research on the subject, "visual shopping", library work, browsing the web pages, an explicit study of the selected product, sketch, design concept...

### **EVALUATION OF THE SUBJECT:**

- Criteria for grading:
  - class activity, attendance, consultation
  - thoughtfulness, quality, validity of the work produced, plans
  - independent work, invention
  - content, documentation and quality of the presentation
  - timely completion of assignments

- Evaluation, rating:

91-100%: excellent

76-90%: good

61-75%: satisfactory

51-65%: pass

0-50%: fail

- Components of the semester grade:
  - Quality of research on the given topic (10%)
  - Creativity, individual solutions, innovative thinking (40%)
  - Appropriate use of chosen techniques, materials and tools (30%)
  - Quality of construction (20%)

The assessment will be based on the work completed and the documentation and oral presentation of the work at the mid-term exam. The student receives a grade and an oral assessment, with self-reflection practices during the semester.

### **OBLIGATORY READING LIST:**

- Belch, George E.: *Advertising and Promotion : An Integrated Marketing Communications Perspective*. Mc Graw Hill, 1998
- Eskilson, Stephen: *Graphic design : a history*. Laurence King Publishing, cop. 2019
- Klimchuk, Marianne Rosner: *Packaging design : successful product branding from concept to shelf*. , 2012
- H. DENT, Andrew – SHERR, Leslie: *Material Innovation: Packaging Design*, Thames and Hudson, 2015
- Matthew Healey: *What is Branding? (Essential Design Handbooks)*, RotoVision SA, 2008