PACKAGE DESING

1	Course Title:	PACKAGE DESING	
2	Course Code:	GRTZ204	
3	Type of Course:	Compulsory	
4	Level of Course:	Short Cycle	
5	Year of Study:	2	
6	Semester:	4	
7	ECTS Credits Allocated:	4.00	
8	Theoretical (hour/week):	2.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	2	
11	Prerequisites:	-	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr.Gör. GÜLTEKİN ERDAL	
15	Course Lecturers:	Öğr.Görv. Gültekin Erdal	
16	Contact information of the Course Coordinator:	Teknik Bilimnler MYO gultekinerdal@uludag.edu.tr / tel: 2942373	
17	Website:		
18	Objective of the Course:	To understand the definition of packaging, To learn the history of packaging, To say the features of consumere focused packaging and to make new designs that have same features, the understand the importance of packacing in our daily life, to make box models and to make designs onto the boxes	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	To have enough information and effiiciancy to be successful in the business market
		2	Student's knowledge and proficiency to be able to distinguish between good and bad packaging
		3	Apply techniques for reporting on paper, taking pictures on the subject of
		4	Students will make connections between the packaging and the product in the packaging, will make comments about the quality
		5	To be able to say the features of consumer based packaging and to make new designs that has the same features
		6	Discuss the positive impact of packaging on the consumer that has an easy and fast usage
		7	Identification labels and product-packaging, over wrapping labels appropriate to design
		8	Recognize the packaging covers,to design covers appropriate to packaging
		9	The design of the packaging according to the consumer target audience.
		10	
21	Course Content:		
	Course Content:		

Week	Theoretical	Practice
1	Information about the aim and the importance of the course, and necessity of packaging	Information about the aim and the importance of the course, and necessity of packaging
2	Information about before packaging design, product and samples of the design	Using a computer program to make design
3	Packaging Model Design and its Features	Structural Design of packaging
4	Packaging Cover Design and its Features	Packaging Sketch and Preliminary Studies
5	Packaging Cover Design and its Features	Packaging Sketch and Preliminary Studies
6	Identification of product and form characteristics of the packaging	Package Design with Image Manipulation Program
7	Identification of product and form characteristics of the packaging	Package Design with Image Manipulation Program
8	Subject repeat and Midterm exam	Subject repeat and Midterm exam
9	Identification of product and form characteristics of the packaging	Package Design with Image Manipulation Program
10	Identification of product and form characteristics of the packaging	Preparing to Print Package Work
11	Packaging cover labels, types and importance	Label design with Image Processing Program,
12	Packaging caps, definitions and types	Cover design with Image Processing Program
13	Packaging caps, definitions and types	Cover design with Image Processing Program
14	Preparing to Print Package Work	Preparing to Print Package Work
22	Textbooks, References and/or Other Materials:	1. Erdal, Gultekin (2009), Effective Package Design, Dora Publishing, Bursa, Turkey. 2. ASD Bulletins,
23	Assesment	

TERM LEARNING ACTIVITIES	**NUMBER**	**WEIGHT**
Midterm Exam	1	10.00
Quiz	0	0.00
Home work-project	2	40.00
Final Exam	1	50.00
Total	4	100.00
Contribution of Term (Year) Learning Activities to Success Grade		50.00
Contribution of Final Exam to Success Grade		50.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		

24	**ECTS / WORK LOAD TABLE**

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	2.00	28.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	14	2.00	28.00
Homeworks	2	15.00	30.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	10.00	10.00
Others	0	0.00	0.00
Final Exams	1	20.00	20.00
Total Work Load			144.00
Total work load/ 30 hr			4.80
ECTS Credit of the Course			4.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	**PQ2**	**PQ3**	**PQ4**	**PQ5**	**PQ6**	**PQ7**	**PQ8**	**PQ9**	**PQ10**	**PQ11**	**PQ12**	**PQ13**	**PQ14**	**PQ15**	**PQ16**
ÖK1	2	3	1	4	1	1	1	1	1	1	1	1	0	0	0	0
ÖK2	5	5	5	5	5	5	5	5	5	5	5	5	0	0	0	0
ÖK3	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK4	1	1	5	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK5	5	4	5	4	3	2	2	2	2	2	2	2	0	0	0	0
ÖK6	1	1	5	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK7	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK8	5	1	5	1	1	1	5	5	4	4	4	4	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

LO: Learning Objectives PQ: Program Qualifications

Contribution Level:	1 very low	2 low	3 Medium	4 High	5 Very High