Course Syllabus

Code - Course Title	**GRA332 - Packaging Design I**
Course Type	VI. SEMESTER
Laboratory + Practice	4+1
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ÖĞR. GÖR. NİHAT YALAMA

Mode of Delivery	This course is conducted face-to-face.
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There are no prerequisites or corequisites for this course.
Courses Recomended	There are no recommended courses.
Recommended Resources	There are no recommended course resources.
Work Placement	This course does not have an internship requirement.
Aims of the Course	The objective of this course is to convey to the student the relationship between brand and product, the characteristics and use of packaging materials, and the principles of packaging design through theoretical knowledge and applied sample projects.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1**	The importance of brand and logo on the package.	Lecture, Question & Answer, Research and Inquiry
Week - 2	**LO-2**	The importance of color in packaging design. Can color define a brand?	Lecture, Question & Answer, Research and Inquiry
Week - 3	**LO-2**	Creating a visual identity on packaging.	Lecture, Question & Answer, Research and Inquiry
Week - 4	**LO-2**	Creating a visual identity on packaging. Project 1	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 5	**LO-2**	Creating a visual identity on packaging. Project 1	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 6	**LO-2**	Creating a visual identity on packaging. Project 1	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 7	LO-2	Creating a visual identity on packaging. Project 2	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 8	LO-2	Creating a visual identity on packaging. Project 2	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 9	LO-2	Creating a visual identity on packaging. Project 2	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 10	LO-2 LO-3	Creating a visual identity on packaging. Project 3	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 11	LO-2 LO-3	Creating a visual identity on packaging. Project 3	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 12	LO-2 LO-3	Creating a visual identity on packaging. Project 3	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 13	LO-2 LO-3	Creating a visual identity on packaging. Project 4	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 14	LO-2 LO-3	Creating a visual identity on packaging. Project 4	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop

Learning Outcomes

#	Learning Outcome
1	The student will be able to explain the definition of a brand and the branding process. - 1. Designs logos and logotypes for the brand.
2	The student can transfer the production language of packaging into a three-dimensional form using computer technologies. - 1. Performs applications in a clean and organized manner.
3	Detailed examination of developed packaging samples for the same product and combining them in a computer environment with their own original ideas. - 1. Creating new designs based on their developed original ideas.

Sustainable Development Goals

✓ Quality Education

Course Theme

✓ Media, Design and Creative Arts

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	4.00	14	56
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	15.00	1	15
Ödevler	15.00	1	15
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	10.00	1	10
Final Sınavı Hazırlığı (sınav süresi dahil)	10.00	1	10
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	1.00	14	14
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**5.0**

Assessment Method and Passing Requirements

✓ Project ✓ Homework