

GUJARAT TECHNOLOGICAL UNIVERSITY
DIPLOMA IN COMMERCIAL ART
SEMESTER: V

Subject Name: **Packaging Design**

Sr. No.	Course Content
1.	System of Packaging & Packaging Design: 1.1 Various Packages. 1.2 Various types of Packaging. 1.3 Relations between printing process & products. 1.4 Factors influencing package design in relation to consumer demand & sales promotion.
2.	Materials of Packaging: 2.1 Various Materials, Used such as paper, board, corrugated board, flute board, Films, plastic etc. 2.2 The properties, applications, cost factors & protection relationship of Materials. 2.3 Importance & role of Waxing, Varnishing, Lamination, Folding, Labeling Etc. 2.4 Various adhesives & their properties.
3.	Modern Development in Preparing Various Packaging: 3.1 Different aspects in packaging. 3.2 New trends in carton & box style e.g., Packaging wrap round carton system, See through cartons. 3.3 Automatic labeling systems & development in flexible packaging etc.
4.	Modern Packaging Machinery: 4.1 Offset printing press. 4.2 Punching, creasing & embossing press. 4.3 Flexography printing machine. 4.4 Sticker printing machine. 4.5 Carton making machine. 4.6 Paper cutting machine. 4.7 Rotogravure printing machine. 4.8 Roll of sheet machine. 4.9 File making machine. 4.10 Corrugating box making machine.
5.	Production Planning & Control: 5.1 Chalk out strategy to execute a work with proper plan. 5.2 Observe & study the interruption caused in operation. (Steps) 5.3 Draw a dummy for boxes.
6.	Types of Diagrams & Layout Designs: 6.1 Boxes diagrams work on pencil & ink work. 6.2 Diagram & layout Design for bags, plastic-bags, Hope- bags.

	6.3 Layout design on computer work, handwork & photography work. 6.4 Prepare a dummy for boxer.
7.	Costing & Estimating: 7.1 Costing for box printing, designing & other work. 7.2 Introduction to multicolor machine. 7.3 Short visit/Long visit of printing press, out of city (study tour) 7.4 Wrapper design.
8.	Computer Aided Packaging Design: 8.1 Design work for Box, bags. 8.2 Wrappers by computers. 8.3 Box Design for 2D. work (Dummy). 8.4 Die cutting label/wrapper waxing & costing wrapper film lamination.

Laboratory Experiences:

1. Different types of diagrams & layouts designs for box design
(10 box diagrams)
2. Two Box design & final art work multi color work.
(2 box design, one vertical and one horizontal)
3. Bag design & art work for flexography printing.
(2 bag design - standard size bag design)
4. Wrapper design for product.
(2 wrapper design)

Suggestive Instructional Strategies:

Topic No.	Instructional Strategies	Key Resource Needed
1.	Demonstration.	-
2.	Collection from market.	Sample
3.	Internet	Internet
4.	Visit of Established Printing press & Lab of Department & Design Studio.	Outdoor
5.	Demo Computer Lab	Computer
6.	Film, Demonstration	Demonstration
7.	Market survey	Outdoor
8.	Use of Computer	Computer

Reference Books:

1. A hand book of printing & packaging technology, Bishwanath Chaturvedy
2. Material in printing process, L.C Fons
3. Structures & forms in paper board package design.
4. Packaging design (Pro. Graphics)
5. Great Package design.
6. Noah VI: International Package design.
7. Graphic Bottle Design.
8. Bottle & Label Design.
9. Compact Disc. Packaging & Graphics Packaging.
10. Specialty food Packaging.
11. Advertising in modern life., John Gloag.
12. The Lithographers Manual Printing.
13. Graphic Packaging-4, Walter Hedley
14. Fundamentals of Packaging, F.A. Paine
15. Hand book of Packaging Engineering, J. F. Hanlon M. C. Graw Hill.

Note:

Final design should be prepared manually or with the use of computer.