

GRF202 - PACKAGING DESIGN - Meslek Yüksekokulu - Tasarım Bölümü

General Info

Objectives of the Course

The aim of this course is to enable students to understand packaging design from a historical, functional and aesthetic perspective and to develop innovative, functional and sustainable packaging designs using materials, typography, color, form and printing techniques.

Course Contents

Definition of packaging, its historical development, functions, packaging materials and printing techniques, typography and color use, its relationship with brand identity, structural design, sustainable packaging, prototyping and mock-up studies.

Recommended or Required Reading

Atölye, bilgisayar ve donanımları, tasarım programları.

Planned Learning Activities and Teaching Methods

Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method

Recommended Optional Programme Components

They should develop their skills in design, target audience relations, the opportunities provided by today's technologies, and design relations.

Instructor's Assistants

There is no teaching assistant.

Presentation Of Course

Face to face practice in computer laboratory.

Dersi Veren Öğretim Elemanları

Inst. Bülent Bilgin

Program Outcomes

1. Explains the historical development of packaging, its functions and its importance in marketing.
2. Analyzes packaging materials and production techniques.
3. Relates packaging design to printing techniques and production processes.

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://dergipark.org.tr/tr/pub/ijhar/issue/77452/1326067	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Introduction to packaging design – historical development, basic concepts, functions. Theoretical explanation, assignment to students, research week.	Presentation of the course content, ger expectations for the and assignment of first project.
2	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://dergipark.org.tr/tr/pub/fesa/issue/28680/288407	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Packaging types (primary, secondary, tertiary), material knowledge. Students will be required to implement, visualize/present and critique assignments.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
3	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://sssjournal.com/files/sssjournal/c03cb77f-d61c-4161-a08f-763d49516e03.pdf	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Packaging design principles, color psychology, and brand perception. Students will implement, visualize, and present assignments, and critique them.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique

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4	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://asosjournal.com/?mod=makale_tr_ozet&makale_id=36464	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Packaging typography, label design, legal requirements. Homework assignments will be implemented by students, brought to the visualization/presentation stage, and critiqued.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
5	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.idildergisi.com/makale/pdf/1661064377.pdf	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Packaging form and structural design; folding, unfolding, and transportation solutions. Homework assignments will be implemented by students, brought to the visualization/presentation stage, and critiqued.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
6	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://smartofjournal.com/files/smartjournal/1d304f6f-4f29-481a-a2ef-d5eea2238bf8.pdf	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Logos, illustrations, photography, and visual trends in packaging graphics. Students will implement, visualize, present, and critique assignments.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
7	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. http://mtod.mebnet.net/sites/default/files/Afiş%20Tasarımı.pdf	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Printing techniques (offset, screen printing, flexo, digital) and special effects. Students will be required to implement, visualize/present, and critique assignments.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
8	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject.	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Topic Review and Midterm Exam.	Topic Review and Midterm Exam.
9	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.idildergisi.com/makale/pdf/1588075427.pdf	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Sustainable packaging: ecological approaches, recycling, environmentally friendly solutions. Students will implement, visualize/present, and critique assignments.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
10	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.linkedin.com/pulse/afiş-tasarlarken-nelere-dikkat-edilmelidir-faruk-taşdemir/	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	User experience and ergonomics in packaging (openability, re-closability, ease of carrying). Students will implement, visualize/present and critique assignments.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
11	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://asrjournal.org/files/asrjournal/26af63d3-e4df-4cf3-a5a2-9039229200c1.pdf	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Brief preparation, competitor analysis, moodboard studies. Students will implement the assignments, visualize/present them, and critique them.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
12	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://journalofsocial.com/?mod=makale_tr_ozet&makale_id=61629	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Concept development, sketching, and prototyping. Students implement assignments, visualize/present them, and critique them.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
13	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://jshsr.org/index.php/pub/article/view/1018	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Shelf impact, sales strategies, target audience design. Students will implement the assignments, bring them to the visualization/presentation stage, and critique them.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
14	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.sanategitimidergisi.com/makale/pdf/1615962081.pdf	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Student project presentations and in-class evaluation. Students will implement, visualize/present, and critique assignments.	Evaluation of sketcl and transition to th finalization phase c work in the digital environment. Stud implement the assignments, bring to the visualization/prese stage, and critique
15	Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.jocress.com/farkli-disiplinlerdeki-grafik-tasarim-dersi-almis-olan-ogrencilerin-hedef-kitle-ve-renk-konulari-hakkındaki-farkındalık-duzeyi-korku-ve-cizgi-film-afisi-ornegi_113	Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	General Evaluation.	General Evaluation

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Ders Öncesi Bireysel Çalışma	5	5,00
Ders Sonrası Bireysel Çalışma	5	5,00
Ara Sınav Hazırlık	1	1,00
Final Sınavı Hazırlık	1	1,00
Ödev	5	5,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00
Performans Ödevi	0,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	5	3	5	5	5	5	5	4	5	3	5	5	5	5	5
L.O. 2	5	3	5	5	5	5	5	4	5	3	5	5	5	5	5
L.O. 3	5	3	5	5	5	5	5	4	5	3	5	5	5	5	5

Table :

- P.O. 1 :** Mesleği ile ilgili temel, güncel ve uygulamalı bilgilere sahip olur.
- P.O. 2 :** İş sağlığı ve güvenliği, çevre bilinci ve kalite süreçleri hakkında bilgi sahibi olur
- P.O. 3 :** Mesleği için güncel gelişmeleri ve uygulamaları takip eder, etkin şekilde kullanır.
- P.O. 4 :** Mesleği ile ilgili bilişim teknolojilerini (yazılım, program, animasyon vb.) etkin kullanır
- P.O. 5 :** Mesleki problemleri ve konuları bağımsız olarak analitik ve eleştirel bir yaklaşımla değerlendirme ve çözüm önerisini sunabilme becerisine sahiptir.
- P.O. 6 :** Bilgi ve beceriler düzeyinde düşüncelerini yazılı ve sözlü iletişim yolu ile etkin biçimde sunabilir, anlaşılır biçimde ifade eder.
- P.O. 7 :** Alanı ile ilgili uygulamalarda karşılaşılan ve öngörülemeyen karmaşık sorunları çözmek için ekip üyesi olarak sorumluluk alır.
- P.O. 8 :** Kariyer yönetimi ve yaşam boyu öğrenme konularında farkındalığa sahiptir.
- P.O. 9 :** Alanı ile ilgili verilerin toplanması, uygulanması ve sonuçlarının duyurulması aşamalarında toplumsal, bilimsel, kültürel ve etik değerlere sahiptir.
- P.O. 10 :** Bir yabancı dili kullanarak alanındaki bilgileri takip eder ve meslektaşları ile iletişim kurar.
- P.O. 11 :** Grafik ve görsel tasarım için ihtiyaç duyulan görsel, renk ve tipografiyi tanımlar ve uygular.
- P.O. 12 :** Grafik / görsel tasarım teknolojilerini ve tasarım süreçlerini gerçekleştirir.
- P.O. 13 :** Grafik / Görsel Tasarımı ve entegrasyonunu gerçekleştirir
- P.O. 14 :** Yaşam boyu öğrenmenin gerekliliği bilinciyle alanındaki teknolojik ve bilimsel gelişmeleri izleyebilir ve kendini sürekli yenileyebilir.
- P.O. 15 :** Türkiye Cumhuriyeti tarihi ve Atatürk İlkeleri ve İnkılapları hakkında bilgi sahibi olur
- L.O. 1 :** Ambalajın tarihsel gelişimini, işlevlerini ve pazarlamadaki önemini açıklar.
- L.O. 2 :** Ambalaj malzemeleri ve üretim tekniklerini analiz eder.
- L.O. 3 :** Ambalaj tasarımını baskı teknikleri ve üretim süreçleri ile ilişkilendirir.

Tasarım Bölümü / GRAFİK TASARIMI X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1															
L.O. 2															
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- P.O. 6 :** Bilgi ve beceriler düzeyinde düşüncelerini yazılı ve sözlü iletişim yolu ile etkin biçimde sunabilir, anlaşılır biçimde ifade eder.
- P.O. 7 :** Alanı ile ilgili uygulamalarda karşılaşılan ve öngörülemeyen karmaşık sorunları çözmek için ekip üyesi olarak sorumluluk alır.
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- P.O. 12 :** Grafik / görsel tasarım teknolojilerini ve tasarım süreçlerini gerçekleştirir.

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P.O. 14 : Yaşam boyu öğrenmenin gerekliliđi bilinciyle alanındaki teknolojik ve bilimsel gelişmeleri izleyebilir ve kendini sürekli yenileyebilir.

P.O. 15 : Türkiye Cumhuriyeti tarihi ve Atatürk İlkeleri ve İnkılapları hakkında bilgi sahibi olur

L.O. 1 : Ambalajın tarihsel gelişimini, işlevlerini ve pazarlamadaki önemini açıklar.

L.O. 2 : Ambalaj malzemeleri ve üretim tekniklerini analiz eder.

L.O. 3 : Ambalaj tasarımını baskı teknikleri ve üretim süreçleri ile ilişkilendirir.