Curso 2010-11

Istituto Europeo di Design
Centro privado autorizado

GUÍA DOCENTE DE

Packaging Design

Título de Grado en
Enseñanzas Artísticas Superiores de Diseño

Especialidad de Diseño de Producto

Fecha de actualización: 1 de septiembre de 2026

Dirección General de Universidades y
Enseñanzas Artísticas Superiores
CONSEJERÍA DE CIENCIA, UNIVERSIDADES
E INNOVACIÓN

Título de Grado en Enseñanzas Artísticas Superiores de Diseño
Course: Packaging Design (Diseño de envases, empaques y embalajes)

1. COURSE IDENTIFICATION

Type	OEI-DPS	
Nature	Theory and Practice	
Specialisation / Pathway / Style / Instrument	Product Design	
Subject Area	Packaging Design Projects	
Teaching Period	5th Semester	
Number of Credits	6 ECTS	
Number of Hours	Total: 180h	In-person : 108h
Minimum Number of Students Required for the Course to Run	-	
Department	Product Design Department	
Prerequisites	None	
Language(s) of Instruction	English	

2. PROFESOR RESPONSABLE DE LA ASIGNATURA

Apellidos y nombre	**Correo electrónico**
Carné Perea, Maria del Carmen	campus IED

3. RELACIÓN DE PROFESORES Y GRUPOS A LOS QUE IMPARTEN DOCENCIA

Apellidos y nombre	**Correo electrónico**	**Grupos**
Carné Perea, Maria del Carmen	campus IED	Todos

4. COMPETENCES

Transversal Competences
CTD2 Gather relevant information, analyse and synthesise it, and manage it appropriately.
CTD5 Understand and use at least one foreign language within the context of professional practice.

CTD11 Develop a professional ethic in the workplace based on an appreciation of and sensitivity towards aesthetics, the environment and diversity.
CTD14 Master research methodologies for the development of projects, ideas and viable solutions.

General Competences	
CGD1 Conceive, plan and develop design projects in accordance with technical, functional, aesthetic and communication requirements and constraints.	
CGD3 Establish relationships between formal language, symbolic language and specific functionality	
CGD4 Develop a scientific understanding of the perception and behaviour of form, matter, space, movement and colour	
CGD8 Develop research and innovation strategies to address expectations related to functions, needs and materials.	
CGD10 Be able to adapt to changes and developments in industrial technology.	
CGD14 Recognise the role of design as a factor in equality and social inclusion, and as a means of conveying cultural values.	
CGD15 Understand processes and materials and coordinate one's own work with that of other professionals, according to appropriate sequences and levels of compatibility.	
CGD16 Be able to develop environmentally sustainable solutions.	
CGD18 Optimise the use of the resources required to achieve the intended objectives.	
CGD21 Master research methodology.	

Specific Competences
CEP1 Determine the final characteristics of products, services and systems in accordance with the structural, organisational, functional, expressive and economic requirements and relationships defined in the project.
CEP2 Solve design problems using appropriate methodologies, skills and procedures.
CEP3 Propose, evaluate and determine alternative solutions to complex product and system design problems

CEP4 Assess and integrate the aesthetic dimension in relation to the use and functionality of the product.
CEP6 Determine the appropriate construction solutions, materials and production principles for each case.
CEP7 Understand the characteristics, physical and chemical properties, and behaviour of the materials used in the design of products, services and systems.
CEP8 Understand the processes involved in the production and development of products, services and systems.
CEP15 Reflect on the positive social impact of design, its contribution to improving quality of life and the environment, and its capacity to generate identity, innovation and quality in production.

5. LEARNING OUTCOMES

- Develop packaging design projects taking into account functional, communication and strategic factors.
- Design packaging graphics by integrating visual identity, information and commercial appeal.
- Conduct research using design-specific methods to inform design decisions.
- Understand the design process as a form of applied research.
- Analyse the hierarchy and different types of packaging, as well as their materials and specific applications.
- Integrate graphic elements into packaging design in a coherent and effective manner.
- Examine the legal and technical regulations applicable to packaging design.
- Apply knowledge of printing systems and correctly prepare final artwork for production.
- Understand the strategic role of packaging design within a brand's identity and communication.
- Develop a comprehensive packaging project, from the research phase through to the final proposal.

6. CONTENT

Thematic Block (if applicable)	Topic / Content
I. INTRODUCTION	Topic 1. Introduction to the Course Topic 2. Definition and Functions Topic 3. Types of Packaging Topic 4. Present and Future of Packaging

II. METHODOLOGY	Topic 5. Theoretical Framework and Design Methodology Topic 6. Industrial Strategy Topic 7. Theoretical Framework and Design Methodology II Topic 8. Industrial Strategy II
III. MATERIALISATION	Topic 9. Analysis of Materials, Form and Production Systems Topic 10. Implementation and Design Topic 11. Innovation and New Materials in Packaging Topic 12. Implementation and Design II
IV. COMMUNICATION	Topic 13. Labelling and Certifications

7. STUDENT WORKLOAD PLANNING

Type of Activity	**Total Hours**
Theoretical Activities	23 hours
Practical Activities	21 hours
Other Compulsory Training Activities (workshops, seminars, etc.)	48 hours
Assessment Activities	16 hours
Student Independent Work	22 hours
Preparation for Practical Activities	46 hours
Preparation for Assessments	4 hours
Total Student Workload	**180 hours**

8. METHODOLOGY

Theoretical Activities	The main teaching method used is the lecture, in which course content is presented and explained by the lecturer, supported by the use of Information and Communication Technologies (ICT). During these sessions, questions may be raised, doubts clarified, guidance provided on information research, and individual or group discussions encouraged. These sessions cover the course content through a three-way exchange of information (lecturer–student–student group), which is then developed into tangible exercises designed to form part of the practical activities. Each session is followed by a group discussion related to the topic covered.
Practical Activities	Practical activities will be divided into three types: • **Case Study:** A method in which students analyse professional situations presented by the lecturer in order to develop experiential understanding and identify effective solutions. Students work on exercises involving different packaging design cases in response to a brand strategy, applying the knowledge acquired in class and through the recommended bibliography. • **Problem-Based Learning:** An educational approach in which students, either individually or in groups, work from real-world problems and learn to find the information required to understand them, develop solutions and draw conclusions. In this course, these problems relate to packaging design and its influence on product distribution and sales processes. • **Project-Based Learning:** Based on a project brief, students individually explore and address a given design challenge, applying the knowledge acquired throughout the course under the supervision of the lecturer. **Presentation of Case Study and Problem-Based Learning Outcomes:** Time is allocated for groups of students to present the solutions developed in response to assigned problems. **Project Presentations:** Presentation of the project assigned to each student.

Other Compulsory Training Activities (Workshops, Seminars, etc.)	**Design Workshop:** A teaching session aimed at reviewing and discussing the topics presented in class. These sessions support the work undertaken throughout the course, allowing individual students or working groups to clarify questions and explore in greater depth the content covered in theoretical and/or practical activities.

9. ASSESSMENT AND GRADING CRITERIA AND METHODS

9.1. ASSESSMENT METHODS

Theoretical Activities	Students will be expected to participate in discussions held during theoretical sessions.
Practical Activities	Students will be required to analyse case studies related to the course content. A series of deliverables (practical problem-solving assignments) will be set, to be completed either individually or in groups, in relation to the course content. Specific submission requirements will be established for each type of deliverable.
Other Compulsory Training Activities (Workshops, Seminars, etc.)	Attendance and participation in the Design Workshop will be required.

9.2. ASSESSMENT CRITERIA

The following will be assessed:

- The development of packaging design projects taking into account functional, communication and strategic factors.
- The ability to design packaging graphics by integrating visual identity, information and commercial appeal.
- The use of design-specific research methods to inform and support design decisions.
- The understanding of the design process as a form of applied research.
- The analysis of the hierarchy and different types of packaging, as well as their materials and specific applications.
- The coherent and effective integration of graphic elements into packaging design.
- The understanding of legal and technical regulations applicable to packaging design.
- The application of knowledge of printing systems and the correct preparation of final artwork for production.
- The understanding of the strategic role of packaging design within a brand's identity and communication.
- The comprehensive development of a packaging project, from the research phase through to the final proposal.

Assessment must be designed and planned in such a way that it is integrated into teaching and learning activities.

Student assessment should be continuous, personalised and comprehensive:

- Continuous, as it is embedded within the teaching and learning process and is therefore not limited to specific dates or assessment situations.
- Personalised, as it must take into account each student's abilities, skills and attitudes. Particular attention will be paid to the student's participation in group work.
- Comprehensive, as it requires consideration of the general competences established for the programme through the objectives of the different thematic units and subject areas.

Students' learning will be assessed in relation to the achievement of the educational objectives established in the curriculum and associated with the general and specific objectives, taking the assessment criteria established for the subject area as the primary reference.

In order to assess the students' learning process, it is necessary to:

- Assess their curricular competence (abilities and aptitudes).
- Assess the factors that hinder or facilitate effective learning.
- Encourage student self-assessment and peer assessment as a means of analysing and critically reviewing results, allowing students to adjust their attitudes and approaches in order to improve.
- Assess the learning context in which the student develops their knowledge and skills.

Theoretical Activities	Participation in discussions held during the sessions.
Practical Activities	Assessment of case study analysis. Completion, presentation and submission by the established deadline of the practical problem-solving assignments related to the course content. • Assessment of the practical work carried out. • Assessment of the proposed innovation. • Assessment of the feasibility of the solution. • Assessment of the final model. • Assessment of the conclusions presented. • Assessment of communication.
Other Compulsory Training Activities (Workshops, Seminars, etc.)	Attendance and participation in the scheduled Design Workshop sessions.

9.3. GRADING CRITERIA

1. The assessment system used in this course follows a continuous assessment model.
2. Under the continuous assessment system, class attendance is compulsory, and students must attend at least 80% of the activities conducted in the presence of the lecturer.
3. Students who do not meet the requirements for continuous assessment must complete a specific submission for assessment without continuous assessment. This may include any components deemed appropriate, with their corresponding weightings specified in the relevant section of this course guide.
4. In all cases, students will have access to an extraordinary assessment opportunity, the structure, assessment methods and grading criteria of which are specified in this course guide.
5. To be eligible for continuous assessment, students must submit each and every practical assignment by the established deadline.

9.3.1. Weighting of Assessment Components for Continuous Assessment

Assessment Components	**Weighting**
Completion, presentation and submission of practical assignments	90%
Critical and well-reasoned participation in class sessions, workshops, visits, meetings, tutorials, discussions, etc.	10%
Total	**100%**

9.3.2. Weighting of Assessment Components for Students Who Lose the Right to Continuous Assessment

Reasons why a student may lose the right to continuous assessment: failure to meet the compulsory class attendance requirement, established at a minimum of 80% of activities conducted in the presence of the lecturer.

Assessment Components	Weighting
Completion, presentation and submission of the course practical assignments	60%
Completion of a specific assessment for students who have lost the right to continuous assessment	40%
Total	**100%**

9.3.3. Weighting of Assessment Components for the Extraordinary Assessment

Assessment Components	Weighting
Completion, presentation and submission of the course practical assignments	60%
Completion of a specific assessment for the extraordinary assessment	40%
Total	**100%**

9.3.4. Weighting for the Assessment of Students with Disabilities

Adaptations to assessment methods must take into account the different types of disability.

Assessment Components	Weighting
To be determined according to the student's disability	
Total	**100%**

10. SCHEDULE OF CONTENT, TEACHING METHODOLOGY AND ASSESSMENT

Session	CONTENT, ASSOCIATED TEACHING METHODOLOGY AND ASSESSMENT METHODS	Total In-Person Hours	Total Independent Study Hours
Session 1	**Topic 1. Introduction to the Course**		

	Theoretical Classes	Lecture covering the specific content of this section (Introduction). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	2 hours	1 hour
	Other Training Activities	Design Workshop	2 hours	

Session 2	**Topic 2. Definition and Functions**			
	Theoretical Classes	Lecture covering the specific content of this section (Introduction). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 3	**Topic 3. Types of Packaging**			
	Theoretical Classes	Lecture covering the specific content of this section (Introduction). The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 4	**Topic 4. Present and Future of Packaging**			
	Theoretical Classes	Lecture covering the specific content of this section (Introduction). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	2 hours	1 hour
	Other Training Activities	Design Workshop	2hours	

Session 5	**Topic 5. Theoretical Framework and Design Methodology**			
	Theoretical Classes	Lecture covering the specific content of this section (Methodology). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	
Session 6	**Topic 6. Industrial Strategy**			
	Theoretical Classes	Lecture covering the specific content of this section (Methodology). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop .	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	
Session 7	**Topic 7. Theoretical Framework and Design Methodology II**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	
Session 8	**Topic 7. Theoretical Framework and Design Methodology II**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour

	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 9	**Topic 8. Industrial Strategy II**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 10	**Topic 8. Industrial Strategy II**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 horas
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 11	**Topic 8. Industrial Strategy II**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	

	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 12	**Topic 9. Analysis of Materials, Form and Production Systems**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hours	1 hours
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentación, puesta en común y debate sobre los resultados. Actitud proactiva en la actividad compartiendo los conocimientos.	0,5 hours	

Session 13	**Topic 9. Analysis of Materials, Form and Production Systems**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 14	**Topic 10. Implementation and Design**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 15	**Topic 10. Implementation and Design**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hours
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	vAssessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 16	**Topic 11. Innovation and New Materials in Packaging**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 17	**Topic 11. Innovation and New Materials in Packaging Tema 11. Innovación y nuevos materiales en el mundo del packaging.**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 18	**Tema 12. Implementación y diseño II.**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour

	Clases prácticas	Case studies, practical work and/or final project.	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 19	**Topic 12. Implementation and Design II**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	3 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 20	**Topic 13. Labelling and Certifications**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	3 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 21	**Topic 13. Labelling and Certifications**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	3 hours
	Other Training Activities	Design Workshop	2 hours	

	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 22	**Topic 13. Labelling and Certifications**			
	Theoretical Classes	Lecture covering the specific content of the section. The lecturer will use documents and images, which will be analysed using the necessary ICT resources	1 hour	1 hour
	Clases prácticas	Case studies, practical work and/or final project.	1 hour	3 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Presentation, sharing and discussion of results. Proactive participation in the activity through the sharing of knowledge.	0,5 hours	

Session 23	**Final Project Presentations.**			
	Other Training Activities	Design Workshop	2 hours	
	Evaluación	Final Presentation of Deliverables and/or Final Project.	2,5 hours	4 hours

Session 24	**Grade Release and Feedback.**			
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Grade Release and Final Assessment.	2,5 hours	

11. TEACHING RESOURCES AND MATERIALS

Teaching resources and materials available on the Virtual Campus

11.1. General Bibliography

Title	Marcas envasadas
Author	Guillermo Dufranc
Publisher	Creative commons

Title	La comunicación del packaging
Author	Guillermo Dufranc

Publisher	Creative commons

Title	Structural package designs
Author	Haresh Pathak
Publisher	The Pepin Press

11.2. Bibliografía complementaria

Title	The world's wonderful packaging
Author	Colección Albert Isern
Publisher	Hispack

Title	This side up
Author	Diseño de packaging originales
Publisher	Index Book S.L.

11.3. Useful Websites

lovelypackage.com
www.ecoembes.com/es
www.packagingoftheworld.com

11.4. Other Teaching Materials and Resources

Samples of materials and packaging from various suppliers: Ovelar, Coca-Cola, Bruni Glass, Unilever, P&G, 3M, etc.
Real client materials: die-cut templates, brand identity guidelines, briefs, presentations, etc.