

1st edition

PACKAGING DESIGN

Summer Advanced

TECHNICAL FILE

Credits: 10.

- The educational planning of all IED Master courses is based on the criteria set by the **European Higher Education Area (EHEA)**.
- IED Master employs a system of credits that follows the structure of the **European Credit Transfer and Accumulation System (ECTS)**.
- IED Master issues its own exclusively private degrees.

Language: English.

- A TOEFL 550 or IELTS 6.5 level of language knowledge or equivalent is required for those students whose mother tongue is not English.
- Some classes and/or lectures may be given by international guests and in these cases the working language will be English and Spanish. There is also the chance that additional educational material or recommended activities will be provided in English and/or Spanish.

Duration: 2 to 27 July 2018.

Timetable: Monday to Friday from 9.30 am to 2.30 pm.

Please bear in mind that some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

PRESENTATION

Did you know that almost all products (and many services) sold today are packaged? An exciting fact, don't you think? You can contribute a great deal to this fantastic world of packaging design. Have you ever thought about improving the message, opening or colour of the packaging you come across in your daily life?

Packaging wraps, protects, transports, communicates and/or has an impact and it must also comply with certain specific characteristics, such as that it must properly preserve the product, be made of specific materials, etc.

It is also a way of life for a designer and a science for industry and it involves the participation of various sectors. Above all, it is an element of consideration and differentiation for all users and buyers: all of us.

Packaging is the name we give to the wrapping, containers or labels of commercial products. The market is becoming more competitive and packaging is a concept that is acquiring increasingly more importance, because innovation in today's world is becoming a very important aspect to take into account in order to make a difference.

GENERAL COURSE OBJECTIVES

Packaging requires professionals with the ability to communicate a product's characteristics both formally and visually. These professionals must be able to design by taking into account social awareness and environmental responsibility and not only anticipate needs, but also fulfil them.

Below is a list of the course's common objectives to give you an implicit example of its structure and programme:

- To understand packaging, its history and relationship with our everyday life through design.
- To innovate in the world of packaging.
- To understand and apply ethical environmental commitments through packaging projects.
- To acquire a methodology of creation/definition/production.
- To understand the role of the art director and/or packaging manager.
- To analyse several containers and packaging at a structural level and identify which is the most appropriate for each project.
- To study how to apply graphics when it comes to containers/wrapping and branding in packaging.
- To understand how to manage each step of the design process and the stage concerning production.

IED MASTER BARCELONA METHODOLOGY

The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.

The IED Master training programme is set within a multicultural and multidisciplinary context and combines theoretical-technical specialisation with theoretical content and practice during the completion of projects.

The learning process involves an educational team of practicing professionals from the fields of business, design and communication.

SPECIFIC COURSE METHODOLOGY

The Packaging Design summer course combines an individual exercise (1 week) with another exercise/project in pairs or as a group (4 weeks) that will be enhanced and defined with the visit of sector experts.

The course is divided into four blocks: Art Direction, Volume Design, Graphics and Management.

Master classes on the following topics will also be included:

- Branding/Visual Identity in Packaging.
- Sustainability in the World of Packaging.
- Volumetric/Structural Design (bottles, dispensers, cases, etc.).
- Engineering Notions and Considerations for Packaging Design.
- PrePress (transferring ideas to desired printing quality).

The exercise and project are listed below:

- Individual Wine Exercise

Individual conceptual work will be undertaken with an international wine sector company over a period of one week. A shared objective and encouraging different individual proposals.

- Project

Work will be undertaken on proposals for a major international company in the personal healthcare sector over the four-week period of the course. User-centred design. Brand Architecture - Structural Design - Artworks for Launch.

STUDENT PROFILE

Students and professionals in the fields of communication, industrial design, graphic design or marketing interested in packaging design in general and aiming to specialise in the world of packaging.

A working knowledge of technical drawing and image processing programs is essential.

CAREER OPPORTUNITIES

Depending on each student's profile and prior experience, possible career positions on graduation include:

- Designers in packaging companies.
- Designers in creative agencies and studios.
- Packaging designers and/or technicians in production companies.
- Freelancers.

SKILLS ACQUIRED

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

IED MASTER BARCELONA GENERAL SKILLS

- Research skills.
- Teamwork skills.
- Creative entrepreneurial and leadership skills.
- Management skills.
- Communication skills.
- Ethical, social and sustainable commitment skills.

SPECIFIC COURSE SKILLS

- Ability to lead a creative packaging project.
- Ability to define relatively complex structures of containers and boxes.
- Ability to apply a graphic image to packaging.
- Ability to review and plan tasks within a global packaging project.

PROGRAMME

The course has been designed based on an integrated approach in which each educational activity comprises and is related to the whole. This approach also helps to distinguish the three fundamental areas on which the proposal is based.

ART DIRECTION

Subject, 4 sessions (one per week).

Applying the principles of art direction and branding to the proposal and projects to be undertaken during the course.

VOLUME DESIGN (Industrial or 3D)

Subject, 4 sessions (one per week).

Applying the principles and considerations of structural packaging design to the proposal and projects to be undertaken during the course.

GRAPHIC DESIGN (2D)

Subject, 4 sessions (one per week).

Supervising how the principles of graphic design are applied to the proposal and projects to be undertaken during the course.

CREATIVE MANAGEMENT PROJECT

Subject, 4 sessions (one per week).

Reviewing and planning tasks and activities related to any project in order to achieve its predicted success.

MASTER CLASSES (1.5-2 hour sessions)

Branding/Visual Identity in Packaging

With Borja Martínez (Founder of LoSiento).

Volumetric/Structural Design

With Jordi Bardolet (Creative Director at Ambar Partners).

Engineering Notions and Considerations for Packaging Design

With Bruno Rey (Packaging Technician at Schweppes).

PrePress (transferring ideas to desired printing quality)

Sustainability in the World of Packaging

DESIGN TOUR

A common subject to the other summer courses that involves visiting several studios, shops or premises related to design in general. The visits take place in the morning (this subject is not compulsory for the afternoon courses).

Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives.

COORDINATOR

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with the Master Area Academic Department.

The course coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

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TEACHING STAFF

The teaching staff comprises sector professionals from various leading fields, including:

BORJA MARTINEZ

Industrial Design at Barcelona School of Design and Engineering and Graphic Design studies at London College of Communication. Founder of www.losiento.net

OSCAR GERMADE

Designer and art director. Founder of Solo. www.solofficial.com

EMILI PADRÓS

Master's in Industrial Design at Central Saint Martins School of Art and Design. Creative director and product designer. Co-founder of Emiliana Design. emilianadesign.com

DAVID GUERRA

Designer for EINA. Director of DG Estudio - Branding and Packaging Design. dgestudio.com.

JORDI BARDOLET

Industrial designer and expert in brand packaging. Partner Director at Ambar Partners. www.ambarpartners.net

BRUNO REY

Industrial Engineering at URL, Chemical Engineering at IQS, Master's in Packaging Engineering and Postgraduates in Pharmaceutical Packaging and Industrial Packaging at Chemical Institute of Sarrià (IQS). Packaging Technician at Orangina-Schweppes.
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GENERAL ENTRY REQUIREMENTS

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Scanned copy of DNI (Spanish students) or passport (foreign students).
- Scanned copy of university degree (bachelor's, degree or equivalent).
- Professional experience related to the course area/subject.
- Letter of motivation in the language of the course.
- CV in the language of the course specifying language and IT skills.
- Advanced knowledge of Spanish or English as appropriate. Courses in English require an intermediate level, corresponding to TOEFL 550 or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative courses or admission exercise if required.

Students with a university degree can be admitted into the programmes, while those without may be admitted into specific programmes on the basis of their professional merits. In the latter case, it will be at the discretion of IED Barcelona to determine what type of certification will be obtained.

Students must complete the course satisfactorily in terms of knowledge and show an attendance of more than 80% to obtain the diploma.

ADDITIONAL COSTS

All additional costs will be paid by the student (project specific material, cardboard, printing...).