Course Outline	
DSGN7288 Surface Packaging Design (6)	BINUS UNIVERSITY
	Study Program Visual Communication Design
Effective Date 01 February 2016	**Revision** 0

1. Course Description

This course explains the basic principles and processes of designing the suface packaging, so as to create the design that takes into account the results of the role of surface packaging in the marketing chain, its contribution in the formation of corporate identity, a solution to the problem of human daily life in economic, social and environmental, which in turn subjects this can affect the formation of student behavior in the civilizing activity studio and creative process.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
Graduates will be able to apply a basic and fundamental knowledge of art/design in practice.
Graduates will be able to analyze aesthetic, technical, historical and cultural aspects of visual art/design. (C4)
Graduates will be able to explain user-contexts & trends, visual communication approaches & technology of new media design.
Graduates will be able to apply knowledge of user-contexts, communication approaches and visual technology to develop new media design solutions.
Graduates will be able to analyze visual communication problems & generate new media design solutions.

3. Topics
- Introduction Definition, Benefits, Packaging Design and Format
- The introduction of the concept of Identity Packaging Design
- Role of Packaging in Marketing Design and Corporate Identity Formation/Corporate
- The process of Creative Thinking in Packaging Design
- Definition and Role of Research in Packaging Design
- Definition and Implementation Strategies in Packaging Design
- Definition and Role of Visualization in Packaging Design
- Role of Structural Design in Packaging Design
- Study of the Role of Branding Packaging Design
- Study the role of Extension/Extensions Product & Brand (Product & Brand Extension) in packaging design
- Relationship between Interaction Design Packaging and Brand Experience (Brand Experience)
- Role of Creativity manufacture strategies and concepts in designing packaging
- Packaging design as a solution to problems of today's society

4. **Learning Outcomes**
   On successful completion of this course, student will be able to:
   - LO 1: Design packaging that takes into account the benefits of creativity and solutions to community activities
   - LO 2: Produce surface packaging design strategic and comprehensive
   - LO 3: Relate quality of the creative process with the end result object surface packaging design
   - LO 4: Identify the meanings and functions of packaging design objects
   - LO 5: Explain the meanings and functions of packaging design objects

5. **Teaching And Learning Strategies**
   In this course, the lecturers might deploy several teaching learning strategies, including Group Discussion, Brainstroming, Create Mind Map, Demonstrate problem-solving through case studies, Discussing the cases, Problem Solving, and Presentation.

6. **Textbooks and Other Resources**
   6.1 Textbooks
   1. Marianne R. Klimchuk, Sandra A. Krasovec. (2013). Packaging Design: Successful Product Branding From Concept to Shelf. 02. John Wiley & Sons In. New Jersey. ISBN: 9781118027066.
   2. Giles Calver. (2007). What is packaging design?. 00. RotoVision. Hove. ISBN: 9782940361885.
   3. Sri Julianti. (2014). The Art Of Packaging. 01. Kompas Gramedia. Jakarta. ISBN: 9786020310114.

   The book in the first list is a must to have for each student.

   6.2 Other Resources
   1. https://www.youtube.com/watch?v=QizewAMWI8E
   2. https://www.youtube.com/watch?v=jxnZvRexvWU
   3. https://www.youtube.com/watch?v=ajHpZln2av8
   4. https://www.youtube.com/watch?v=wFsr8qZ7Zk0
   5. https://www.youtube.com/watch?v=-xyN--g9ows
   6. https://www.youtube.com/watch?v=Kezs6ZpEnd0
   7. https://www.youtube.com/watch?v=XrKm4IvRO4c
   8. https://www.youtube.com/watch?v=2CAXfE8c60w
   9. https://www.youtube.com/watch?v=AQI1egTtucs
   10. https://www.youtube.com/watch?v=O6vtqdqgg5k
   11. https://www.youtube.com/watch?v=A4_t7ogZWKY
   12. https://www.youtube.com/watch?v=i4usYJku1Ko
   13. https://www.youtube.com/watch?v=Zsmrj44iuL0
   14. https://www.youtube.com/watch?v=17Cb9F4Yrkc
   15. http://www.brandpackaging.com/articles/84317-the-2-secrets-of-brand-extension-success
   16. http://www.creativebloq.com/packaging/inspirational-packaging-912837
   17. http://graphicdesignjunction.com/2014/07/packaging-design-concepts-ideas-for-inspiration/
   18. http://www.referenceforbusiness.com/small/Op-Qu/Packaging.html
   19. http://www.decisionanalyst.com/publ_art/packaging.dai
   20. http://www.creativebloq.com/branding/packaging-design-resources-4131480
   21. http://www.gcimagazine.com/business/manufacturing/packaging/Packaging-as-an-Extension-of-Product-Formulating-246894371.html
   22. http://www.bravis.com/en/strategic_packaging_design/
   23. http://www.packagingoftheworld.com/search?updated-max=2015-11-03T16:00:00%2B08:00&max-results=24
   24. http://www.sparringmind.com/creative-thinking/
   25. http://www.boredpanda.com/creative-packaging-designs/
   26. http://www.havigs.com/en/businesses/packaging-technology-integrated-solutions/consulting-solutions/packaging-design-0
   27. https://www.youtube.com/watch?v=A4_t7ogZWKY

7. **Schedule**

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 4 LO 5	Introduction Definition, Benefits, Packaging Design and Format - Definition Packaging - Benefits: Function and Perception - Design Structure and Surface Design	- Introduction Definition, Benefits, Packaging Design and Format - What is packaging design?, What is packaging design? , p. 68-69 - Packaging Design: Successful Product Branding From Concept to Shelf, What is Packaging Design? p.39 - 40 - Giles Calver. 2007. What is packaging design?. RV. Hove. ISBN:9782940361885, https://www.youtube.com/watch?v=XrKm4IvRO4c - Carton Packaging Design in 5 minutes - Adobe Illustrator, https://www.youtube.com/watch?v=A4_t7ogZWKY - Packaging design label, http://www.referenceforbusiness.com/small/Op-Qu/Packaging.html
2 F2F	LO 1 LO 4 LO 5	Introduction Definition, Benefits, Packaging Design and Format - Definition Packaging - Benefits: Function and Perception - Design Structure and Surface Design	- Introduction Definition, Benefits, Packaging Design and Format - What is packaging design?, What is packaging design? , p. 68-69 - Packaging Design: Successful Product Branding From Concept to Shelf, What is Packaging Design? p.39 - 40 - Giles Calver. 2007. What is packaging design?. RV. Hove. ISBN:9782940361885, https://www.youtube.com/watch?v=XrKm4IvRO4c - Carton Packaging Design in 5 minutes - Adobe Illustrator, https://www.youtube.com/watch?v=A4_t7ogZWKY - Packaging design label, http://www.referenceforbusiness.com/small/Op-Qu/Packaging.html

3 F2F	LO 1 LO 4 LO 5	Introduction Definition, Benefits, Packaging Design and Format - Definition Packaging - Benefits: Function and Perception - Design Structure and Surface Design	- Introduction Definition, Benefits, Packaging Design and Format - What is packaging design?, What is packaging design? , p. 68-69 - Packaging Design: Successful Product Branding From Concept to Shelf, What is Packaging Design? p.39 - 40 - Giles Calver. 2007. What is packaging design?. RV. Hove. ISBN:9782940361885, https://www.youtube.com/watch?v=XrKm4IvRO4c - Carton Packaging Design in 5 minutes - Adobe Illustrator, https://www.youtube.com/watch?v=A4_t7ogZWKY - Packaging design label, http://www.referenceforbusiness.com/small/Op-Qu/Packaging.html
4 F2F	LO 1 LO 4 LO 5	The introduction of the concept of Identity Packaging Design - Concept of Identity (Identity Platform): Scope/category, Objective/Audience & Aspirations/insight, Benefits Rational, Emotional Benefits, Character/Personality, uniqueness/Uniqueness, Essence	- The introduction of the concept of Identity Packaging Design - What is packaging design?, What is Packaging Design? p.68 - 69 - Packaging Design: Successful Product Branding From Concept to Shelf, Packaging Design and Brand, p 43 - 58 - Carton Packaging Design in 5 minutes - Adobe Illustrator, https://www.youtube.com/watch?v=A4_t7ogZWKY
5 F2F	LO 1 LO 4 LO 5	The introduction of the concept of Identity Packaging Design - Concept of Identity (Identity Platform): Scope/category, Objective/Audience & Aspirations/insight, Benefits Rational, Emotional Benefits, Character/Personality, uniqueness/Uniqueness, Essence	- The introduction of the concept of Identity Packaging Design - What is packaging design?, What is Packaging Design? p.68 - 69 - Packaging Design: Successful Product Branding From Concept to Shelf, Packaging Design and Brand, p 43 - 58 - Carton Packaging Design in 5 minutes - Adobe Illustrator, https://www.youtube.com/watch?v=A4_t7ogZWKY

6 F2F	LO 1 LO 4 LO 5	The introduction of the concept of Identity Packaging Design - Concept of Identity (Identity Platform): Scope/category, Objective/Audience & Aspirations/insight, Benefits Rational, Emotional Benefits, Character/Personality, uniqueness/Uniqueness, Essence	- The introduction of the concept of Identity Packaging Design - What is packaging design?, What is Packaging Design? p.68 - 69 - Packaging Design: Successful Product Branding From Concept to Shelf, Packaging Design and Brand, p 43 - 58 - Carton Packaging Design in 5 minutes - Adobe Illustrator, https://www.youtube.com/watch?v=A4_t7ogZWKY
7 F2F	LO 1 LO 3 LO 4	Role of Packaging in Marketing Design and Corporate Identity Formation/Corporate - Aspects of Marketing - Aspects of Corporate Identity - Role of Packaging Design	- Role of Packaging in Marketing Design and Corporate Identity Formation/Corporate - Packaging Design: Successful Product Branding From Concept to Shelf, Packaging Design and Brand, p.43 - Fundamental Principles of Two Dimensional Design, p.55 - Packaging Design Objectives, p.58 - Packaging Trend 2012 2013, https://www.youtube.com/watch?v=i4usYJku1Ko - Packaging of the world, http://www.packagingoftheworld.com/search?updated-max=2015-11-03T16:00:00%2B08:00&max-results=24
8 F2F	LO 1 LO 3 LO 4	Role of Packaging in Marketing Design and Corporate Identity Formation/Corporate - Aspects of Marketing - Aspects of Corporate Identity - Role of Packaging Design	- Role of Packaging in Marketing Design and Corporate Identity Formation/Corporate - Packaging Design: Successful Product Branding From Concept to Shelf, Packaging Design and Brand, p.43 - Fundamental Principles of Two Dimensional Design, p.55 - Packaging Design Objectives, p.58 - Packaging Trend 2012 2013, https://www.youtube.com/watch?v=i4usYJku1Ko - Packaging of the world, http://www.packagingoftheworld.com/search?updated-max=2015-11-

			03T16:00:00%2B08:00&max -results=24
9 F2F	LO 1 LO 3 LO 4	Role of Packaging in Marketing Design and Corporate Identity Formation/Corporate - Aspects of Marketing - Aspects of Corporate Identity - Role of Packaging Design	- Role of Packaging in Marketing Design and Corporate Identity Formation/Corporate - Packaging Design: Successful Product Branding From Concept to Shelf, Packaging Design and Brand, p.43 - Fundamental Principles of Two Dimensional Design, p.55 - Packaging Design Objectives, p.58 - Packaging Trend 2012 2013, https://www.youtube.com/wa tch?v=i4usYJku1Ko - Packaging of the world, http://www.packagingofthew orld.com/search?updated- max=2015-11- 03T16:00:00%2B08:00&max -results=24
10 F2F	LO 1 LO 2 LO 4 LO 5	The process of Creative Thinking in Packaging Design - Creative Thinking Process - Packaging Design Process - The benefits of a comprehensive - Creation process to the quality of packaging design	- The process of Creative Thinking in Packaging Design - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 1: Observation, Immersion, and Discovery, p. 153 - Highly Innovative Product Packaging That Make You Say "WOW", https://www.youtube.com/wa tch?v=17Cb9F4Yrkc - How to Encourage More Creative Thinking, http://www.sparringmind.com /creative-thinking/ - 25 Super Creative Product Packaging Designs, http://www.boredpanda.com/ creative-packaging-designs/
11 F2F	LO 1 LO 2 LO 4 LO 5	The process of Creative Thinking in Packaging Design - Creative Thinking Process - Packaging Design Process - The benefits of a comprehensive - Creation process to the quality of packaging design	- The process of Creative Thinking in Packaging Design - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 1: Observation, Immersion, and Discovery, p. 153 - Highly Innovative Product Packaging That Make You

			Say "WOW", https://www.youtube.com/watch?v=17Cb9F4Yrkc - How to Encourage More Creative Thinking, http://www.sparringmind.com/creative-thinking/ - 25 Super Creative Product Packaging Designs, http://www.boredpanda.com/creative-packaging-designs/
12 F2F	LO 1 LO 2 LO 4 LO 5	The process of Creative Thinking in Packaging Design - Creative Thinking Process - Packaging Design Process - The benefits of a comprehensive - Creation process to the quality of packaging design	- The process of Creative Thinking in Packaging Design - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 1: Observation, Immersion, and Discovery, p. 153 - Highly Innovative Product Packaging That Make You Say "WOW", https://www.youtube.com/watch?v=17Cb9F4Yrkc - How to Encourage More Creative Thinking, http://www.sparringmind.com/creative-thinking/ - 25 Super Creative Product Packaging Designs, http://www.boredpanda.com/creative-packaging-designs/
13 F2F	LO 1 LO 4 LO 5	Definition and Role of Research in Packaging Design - Types of Research for packaging - Benefits of Research for packaging designs	- Definition and Role of Research in Packaging Design - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 2: Design Strategy, p.158 - Outstanding By Design: Giles Calver - What Is Packaging Design?, https://www.youtube.com/watch?v=Zsmrj44iuL0 - The Basics of Packaging Research, http://www.decisionanalyst.com/publ_art/packaging.dai

14 F2F	LO 1 LO 4 LO 5	Definition and Role of Research in Packaging Design - Types of Research for packaging - Benefits of Research for packaging designs	- Definition and Role of Research in Packaging Design - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 2: Design Strategy, p.158 - Outstanding By Design: Giles Calver - What Is Packaging Design?, https://www.youtube.com/wa tch?v=Zsmrj44iuL0 - The Basics of Packaging Research, http://www.decisionanalyst.c om/publ_art/packaging.dai
15 F2F	LO 1 LO 4 LO 5	Definition and Role of Research in Packaging Design - Types of Research for packaging - Benefits of Research for packaging designs	- Definition and Role of Research in Packaging Design - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 2: Design Strategy, p.158 - Outstanding By Design: Giles Calver - What Is Packaging Design?, https://www.youtube.com/wa tch?v=Zsmrj44iuL0 - The Basics of Packaging Research, http://www.decisionanalyst.c om/publ_art/packaging.dai
16 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Definition and Implementation Strategies in Packaging Design - Deepening the Packaging Design Elements - Potential strategies in the design of the packaging embodiment: Structural Aspects, Aspects of Identity, Information Aspects, Aspects of Persuasion	- Definition and Implementation Strategies in Packaging Design - The Art Of Packaging, Packaging sebagai alat komunikasi, p. 278 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 3: Design Development, p. 175 - Packaging Design and Brand Strategy by Murray Brand, https://www.youtube.com/wa tch?v=jxnZvRexvWU - Strategic Packaging Design, http://www.bravis.com/en/str ategic_packaging_design/

17 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Definition and Implementation Strategies in Packaging Design - Deepening the Packaging Design Elements - Potential strategies in the design of the packaging embodiment: Structural Aspects, Aspects of Identity, Information Aspects, Aspects of Persuasion	- Definition and Implementation Strategies in Packaging Design - The Art Of Packaging, Packaging sebagai alat komunikasi, p. 278 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 3: Design Development, p. 175 - Packaging Design and Brand Strategy by Murray Brand, https://www.youtube.com/watch?v=jxnZvRexvWU - Strategic Packaging Design, http://www.bravis.com/en/strategic_packaging_design/
18 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Definition and Implementation Strategies in Packaging Design - Deepening the Packaging Design Elements - Potential strategies in the design of the packaging embodiment: Structural Aspects, Aspects of Identity, Information Aspects, Aspects of Persuasion	- Definition and Implementation Strategies in Packaging Design - The Art Of Packaging, Packaging sebagai alat komunikasi, p. 278 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 3: Design Development, p. 175 - Packaging Design and Brand Strategy by Murray Brand, https://www.youtube.com/watch?v=jxnZvRexvWU - Strategic Packaging Design, http://www.bravis.com/en/strategic_packaging_design/
19 F2F	LO 1 LO 2 LO 4	Definition and Role of Visualization in Packaging Design - An understanding of the visual exploration - Styling Related Visual impression to be conveyed	- Definition and Role of Visualization in Packaging Design - What is packaging design?, What is packaging design? p. 54 - Packaging Design: Successful Product Branding From Concept to Shelf, Elements of the Packaging Design, p.64 - Top 10 Creative Packaging Design -- Part IV, https://www.youtube.com/watch?v=Kezs6ZpEnd0 - 58 awesome packaging designs, http://www.creativebloq.com/packaging/inspirational-packaging-912837

20 F2F	LO 1 LO 2 LO 4	Definition and Role of Visualization in Packaging Design - An understanding of the visual exploration - Styling Related Visual impression to be conveyed	- Definition and Role of Visualization in Packaging Design - What is packaging design?, What is packaging design? p. 54 - Packaging Design: Successful Product Branding From Concept to Shelf, Elements of the Packaging Design, p.64 - Top 10 Creative Packaging Design -- Part IV, https://www.youtube.com/watch?v=Kezs6ZpEnd0 - 58 awesome packaging designs, http://www.creativebloq.com/packaging/inspirational-packaging-912837
21 F2F	LO 1 LO 2 LO 4	Definition and Role of Visualization in Packaging Design - An understanding of the visual exploration - Styling Related Visual impression to be conveyed	- Definition and Role of Visualization in Packaging Design - What is packaging design?, What is packaging design? p. 54 - Packaging Design: Successful Product Branding From Concept to Shelf, Elements of the Packaging Design, p.64 - Top 10 Creative Packaging Design -- Part IV, https://www.youtube.com/watch?v=Kezs6ZpEnd0 - 58 awesome packaging designs, http://www.creativebloq.com/packaging/inspirational-packaging-912837
22 F2F	LO 1 LO 2 LO 4	Role of Structural Design in Packaging Design - Understanding and structural aspects of packaging design - Potential structural design as identity-forming	- - Understanding and structural aspects of packaging design - Potential structural design as identity-forming - The Art Of Packaging, Proses Desain Sampai Pemasaran Produk, p.39 - 160 - Packaging Design: Successful Product Branding From Concept to Shelf, Structure, Materials, and Sustainability, p.104 - Product logo and packaging graphic design in Illustrator and photoshop,

			https://www.youtube.com/watch?v=wFsr8qZ7Zk0 - Illustrator Packaging Design 04 03 Creating box panels, https://www.youtube.com/watch?v=O6vtqdqgg5k
23 F2F	LO 1 LO 2 LO 4	Role of Structural Design in Packaging Design - Understanding and structural aspects of packaging design - Potential structural design as identity-forming	- - Understanding and structural aspects of packaging design - Potential structural design as identity-forming - The Art Of Packaging, Proses Desain Sampai Pemasaran Produk, p.39 - 160 - Packaging Design: Successful Product Branding From Concept to Shelf, Structure, Materials, and Sustainability, p.104 - Product logo and packaging graphic design in Illustrator and photoshop, https://www.youtube.com/watch?v=wFsr8qZ7Zk0 - Illustrator Packaging Design 04 03 Creating box panels, https://www.youtube.com/watch?v=O6vtqdqgg5k
24 F2F	LO 1 LO 2 LO 4	Role of Structural Design in Packaging Design - Understanding and structural aspects of packaging design - Potential structural design as identity-forming	- - Understanding and structural aspects of packaging design - Potential structural design as identity-forming - The Art Of Packaging, Proses Desain Sampai Pemasaran Produk, p.39 - 160 - Packaging Design: Successful Product Branding From Concept to Shelf, Structure, Materials, and Sustainability, p.104 - Product logo and packaging graphic design in Illustrator and photoshop, https://www.youtube.com/watch?v=wFsr8qZ7Zk0 - Illustrator Packaging Design 04 03 Creating box panels, https://www.youtube.com/watch?v=O6vtqdqgg5k

25 GSLC	LO 1 LO 2 LO 3	Study of the Role of Branding Packaging Design - Introduction to the study of Branding - Position in the Packaging Design Branding Study - The benefits of using the principles of Branding in Packaging Design	- Study of the Role of Branding Packaging Design - Packaging Design: Successful Product Branding From Concept to Shelf, Packaging Design and Brand, p.43 - INTECOM :: Importance of Packaging Design, https://www.youtube.com/watch?v=ajHpZln2av8 - 12 top packaging design resources, http://www.creativebloq.com/branding/packaging-design-resources-4131480
26 GSLC	LO 1 LO 2 LO 3	Study of the Role of Branding Packaging Design - Introduction to the study of Branding - Position in the Packaging Design Branding Study - The benefits of using the principles of Branding in Packaging Design	- Study of the Role of Branding Packaging Design - Packaging Design: Successful Product Branding From Concept to Shelf, Packaging Design and Brand, p.43 - INTECOM :: Importance of Packaging Design, https://www.youtube.com/watch?v=ajHpZln2av8 - 12 top packaging design resources, http://www.creativebloq.com/branding/packaging-design-resources-4131480
27 GSLC	LO 1 LO 2 LO 3	Study of the Role of Branding Packaging Design - Introduction to the study of Branding - Position in the Packaging Design Branding Study - The benefits of using the principles of Branding in Packaging Design	- Study of the Role of Branding Packaging Design - Packaging Design: Successful Product Branding From Concept to Shelf, Packaging Design and Brand, p.43 - INTECOM :: Importance of Packaging Design, https://www.youtube.com/watch?v=ajHpZln2av8 - 12 top packaging design resources, http://www.creativebloq.com/branding/packaging-design-resources-4131480

28 F2F	LO 1 LO 2 LO 4	Study the role of Extension/Extensions Product & Brand (Product & Brand Extension) in packaging design - The definition and understanding of Product & Brand Extension - Examples of product and brand extension in packaging products	- Study the role of Extension/Extensions Product & Brand (Product & Brand Extension) in packaging design - The Art Of Packaging, Packaging design and branding, p.273 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 3: Design Development, p.175 - The Future of... Packaging, https://www.youtube.com/watch?v=2CAXfE8c60w - The Two Secrets of Brand Extension Success, http://www.brandpackaging.com/articles/84317-the-2-secrets-of-brand-extension-success
29 F2F	LO 1 LO 2 LO 4	Study the role of Extension/Extensions Product & Brand (Product & Brand Extension) in packaging design - The definition and understanding of Product & Brand Extension - Examples of product and brand extension in packaging products	- Study the role of Extension/Extensions Product & Brand (Product & Brand Extension) in packaging design - The Art Of Packaging, Packaging design and branding, p.273 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 3: Design Development, p.175 - The Future of... Packaging, https://www.youtube.com/watch?v=2CAXfE8c60w - The Two Secrets of Brand Extension Success, http://www.brandpackaging.com/articles/84317-the-2-secrets-of-brand-extension-success
30 F2F	LO 1 LO 2 LO 4	Study the role of Extension/Extensions Product & Brand (Product & Brand Extension) in packaging design - The definition and understanding of Product & Brand Extension - Examples of product and brand extension in packaging products	- Study the role of Extension/Extensions Product & Brand (Product & Brand Extension) in packaging design - The Art Of Packaging, Packaging design and branding, p.273 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 3: Design Development, p.175

			- The Future of... Packaging, https://www.youtube.com/watch?v=2CAXfE8c60w - The Two Secrets of Brand Extension Success, http://www.brandpackaging.com/articles/84317-the-2-secrets-of-brand-extension-success
31 F2F	LO 1 LO 2 LO 3	Relationship between Interaction Design Packaging and Brand Experience (Brand Experience) - Definition and examples of Brand Experience - Development of marketing paradigm: Emotional Branding - Design packaging that conveys the idea mentality	- Relationship between Interaction Design Packaging and Brand Experience (Brand Experience) - The Art Of Packaging, Peran Packaging untuk Branding dan Silent Salesman, p. 276 Tujuan Packaging Design, p.281 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 4: Design Refi nement, p.196 Phase 5: Design Finalization and Preproduction, p.198 Retail Reality, p.198 - Interactions: Consumer Experience Marketing, https://www.youtube.com/watch?v=QizewAMWl8E - Packaging as an Extension of Product Formulating, http://www.gcimagazine.com/business/manufacturing/packaging/Packaging-as-an-Extension-of-Product-Formulating-246894371.html
32 F2F	LO 1 LO 2 LO 3	Relationship between Interaction Design Packaging and Brand Experience (Brand Experience) - Definition and examples of Brand Experience - Development of marketing paradigm: Emotional Branding - Design packaging that conveys the idea mentality	- Relationship between Interaction Design Packaging and Brand Experience (Brand Experience) - The Art Of Packaging, Peran Packaging untuk Branding dan Silent Salesman, p. 276 Tujuan Packaging Design, p.281 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 4: Design Refi nement, p.196 Phase 5: Design Finalization and Preproduction, p.198 Retail Reality, p.198

			- Interactions: Consumer Experience Marketing, https://www.youtube.com/watch?v=QizewAMWl8E - Packaging as an Extension of Product Formulating, http://www.gcimagazine.com/business/manufacturing/packaging/Packaging-as-an-Extension-of-Product-Formulating-246894371.html
33 F2F	LO 1 LO 2 LO 3	Relationship between Interaction Design Packaging and Brand Experience (Brand Experience) - Definition and examples of Brand Experience - Development of marketing paradigm: Emotional Branding - Design packaging that conveys the idea mentality	- Relationship between Interaction Design Packaging and Brand Experience (Brand Experience) - The Art Of Packaging, Peran Packaging untuk Branding dan Silent Salesman, p. 276 Tujuan Packaging Design, p.281 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 4: Design Refi nement, p.196 Phase 5: Design Finalization and Preproduction, p.198 Retail Reality, p.198 - Interactions: Consumer Experience Marketing, https://www.youtube.com/watch?v=QizewAMWl8E - Packaging as an Extension of Product Formulating, http://www.gcimagazine.com/business/manufacturing/packaging/Packaging-as-an-Extension-of-Product-Formulating-246894371.html
34 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Role of Creativity manufacture strategies and concepts in designing packaging - What is creativity? - How to be Creative? - Strategy and creative design concepts	- Role of Creativity manufacture strategies and concepts in designing packaging - The Art Of Packaging, Renovasi vs. inovasi Kemasan, p. 23 - Packaging Design: Successful Product Branding From Concept to Shelf, Design Process, p. 148 - 151 - D1 Milano Concept Packaging, https://www.youtube.com/watch?v=-xyN--g9ows - 25 Modern Packaging Design Examples for

			Inspiration, http://graphicdesignjunction.com/2014/07/packaging-design-concepts-ideas-for-inspiration/
35 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Role of Creativity manufacture strategies and concepts in designing packaging - What is creativity? - How to be Creative? - Strategy and creative design concepts	- Role of Creativity manufacture strategies and concepts in designing packaging - The Art Of Packaging, Renovasi vs. inovasi Kemasan, p. 23 - Packaging Design: Successful Product Branding From Concept to Shelf, Design Process, p. 148 - 151 - D1 Milano Concept Packaging, https://www.youtube.com/watch?v=-xyN--g9ows - 25 Modern Packaging Design Examples for Inspiration, http://graphicdesignjunction.com/2014/07/packaging-design-concepts-ideas-for-inspiration/
36 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Role of Creativity manufacture strategies and concepts in designing packaging - What is creativity? - How to be Creative? - Strategy and creative design concepts	- Role of Creativity manufacture strategies and concepts in designing packaging - The Art Of Packaging, Renovasi vs. inovasi Kemasan, p. 23 - Packaging Design: Successful Product Branding From Concept to Shelf, Design Process, p. 148 - 151 - D1 Milano Concept Packaging, https://www.youtube.com/watch?v=-xyN--g9ows - 25 Modern Packaging Design Examples for Inspiration, http://graphicdesignjunction.com/2014/07/packaging-design-concepts-ideas-for-inspiration/
37 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Packaging design as a solution to problems of today's society - Aspects of cultural, social and community environment - Solution design consumer-friendly packaging	- Packaging design as a solution to problems of today's society - The Art Of Packaging, Contoh packaging yang baik, p.284 - Packaging Design: Successful Product Branding

				From Concept to Shelf, Phase 4: Design Refi nement, p.196 Phase 5: Design Finalization and Preproduction, p.198 - FPA 2013 Flexible Packaging Achievement Awards Video, https://www.youtube.com/watch?v=AQI1egTtucs - Packaging Design & Development, http://www.havigs.com/en/businesses/packaging-technology-integrated-solutions/consulting-solutions/packaging-design-0
38 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Packaging design as a solution to problems of today's society - Aspects of cultural, social and community environment - Solution design consumer-friendly packaging		- Packaging design as a solution to problems of today's society - The Art Of Packaging, Contoh packaging yang baik, p.284 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 4: Design Refi nement, p.196 Phase 5: Design Finalization and Preproduction, p.198 - FPA 2013 Flexible Packaging Achievement Awards Video, https://www.youtube.com/watch?v=AQI1egTtucs - Packaging Design & Development, http://www.havigs.com/en/businesses/packaging-technology-integrated-solutions/consulting-solutions/packaging-design-0
39 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Packaging design as a solution to problems of today's society - Aspects of cultural, social and community environment - Solution design consumer-friendly packaging		- Packaging design as a solution to problems of today's society - The Art Of Packaging, Contoh packaging yang baik, p.284 - Packaging Design: Successful Product Branding From Concept to Shelf, Phase 4: Design Refi nement, p.196 Phase 5: Design Finalization and Preproduction, p.198

| | | | - FPA 2013 Flexible Packaging Achievement Awards Video, https://www.youtube.com/watch?v=AQI1egTtucs
- Packaging Design & Development, http://www.havigs.com/en/businesses/packaging-technology-integrated-solutions/consulting-solutions/packaging-design-0 |

Practicum

-

8. **Evaluation**

Theory

Assessment Activity	Weight	Learning Outcomes				
		1	2	3	4	5
Assignment	50%	√	√	√	√	√
Mid Exam	20%	√	√	√	√	
Final Exam	30%	√	√	√	√	√

Practicum

-

Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (<= 64)
LO1	1.1 Ability to design the packaging that takes into account the benefits of creativity and solutions to community activities	The design packaging by quick is clearly and completely describe with correct creativity and solutions to community activities	The design packaging is not completed in a given due time with fully correct creativity and solutions to community activities	The design packaging is not completed in a given due time with mostly correct creativity and solutions to community activities	The design packaging is not completed in a given due time with moderately correct
	1.2 Ability to explain what different techniques should be used for problems solving	Using different techniques for which problems in various angels with fully correct to make a conclusion	Using different techniques for which problems in various angels with mostly correct to make a conclusion	Using different techniques for which problems in various angels with moderate correct to make a conclusion	Using different techniques for which problems in various angels with poorly correct
LO2	2.1 Ability to produce the packaging design strategic and comprehensive	Using different techniques for which problems in various angels with fully correct to make a conclusion	Using different techniques for which problems in various angels with mostly correct to make a conclusion	Using different techniques for which problems in various angels with moderate correct to make a conclusion	Using different techniques for which problems in various angels with poorly correct
	2.2 Ability to create the packaging design to solving problems	Create all 4 the packaging design to solving problems in a certain periode of time given	Create 3 the packaging design to solving problems in a certain periode of time given	Create only 2 the packaging design to solving problems in a certain periode of time given	Create just 1 the packaging design to solving problems in a certain periode of time given
LO3	3.1 Ability to create process packaging design in different media	Create all different process packaging design in various media	Create all different process packaging design in limited media	Create limited process packaging design in limited media	Create very limited process packaging design in limited media
	3.2 Ability to connecting the quality of the result object packaging design in interaction with audience	Connecting in interaction with	Connecting in interaction with	Connecting in interaction with	Connecting in interaction with

		audience that show all correct in application of the result object packaging design	audience that show mostly correct in application of the result object packaging design	audience that show averagely correct in application of the result object packaging design	audience that show poorly application of the result object packaging design
LO4	4.1 Ability to identify the meanings and functions of packaging design objects that are taught	Identify the meanings and functions packaging by quick is clearly and completed described with correct object packaging design	Identify the meanings and functions packaging is not completed in a given due time with fully correct object packaging design	Identify the meanings and functions packaging is not completed in a given due time with mostly correct object packaging design	Identify the meanings and functions packaging is not completed in a given due time with moderately correct
	4.2 Ability to explain the meanings and functions of packaging design objects	Explain the different meanings and functions in various media with fully correct of packaging design objects	Explain the different meanings and functions in various media with mostly correct of packaging design objects	Explain the different meanings and functions in various media with moderately correct of packaging design objects	Explain the different meanings and functions in various media with poorly correct
LO5	5.1 Ability to explain the concept planning of manufacture of packaging design objects	The concept planning by quick is clearly and completely describe with correct of manufacture of packaging design objects	The concept planning is not completed in a given due time with fully correct of manufacture of packaging design objects	The concept planning is not completed in a given due time with mostsly correct of manufacture of packaging design objects	The concept planning is not completed in a given due time with poorly correct
	5.2 Ability to explain the concept application of packaging design objects that are taught	Explain different application in various media with fully correct of packaging design objects	Explain different application in various media with mostly correct of packaging design objects	Explain different application in various media with moderately correct of packaging design objects	Explain different application in various media with poorly correct

Prepared by	Checked by
D3653 - Suprayitno, S.Sn., M.Sn.	D3653 - Suprayitno, S.Sn., M.Sn. Subject Content Specialist
Approved by D1943 - Drs. Lintang Widyokusumo, M.F.A Subject Content Coordinator	Acknowledged by D2465 - Sari Wulandari, S.Sn., M.Sn. Head of Program – New Media

BINUS UNIVERSITY