

Academic Year/course: 2021/22

## 25893 - Packing and Packaging

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 25893 - Packing and Packaging

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura

**Degree:** 558 - Bachelor's Degree in Industrial Design and Product Development Engineering

**ECTS:** 6.0

**Year:** 4

**Semester:** Second semester

**Subject Type:** Optional

**Module:**

## 1. General information

## 2. Learning goals

## 3. Assessment (1st and 2nd call)

### 3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The student must demonstrate that he/she has achieved the anticipated learning outcomes through the following assessment activities:

#### Option 1

This option is aimed at those students who can regularly follow the activities of the course (both the practical and the theoretical sessions). In this case, the evaluation will consist in the realization of a global assessment test in the exam period on the day established by the School.

Throughout the course one or more practical works will be carried out, which must be delivered and presented on the day the global assessment test takes place. The quality of the documentation presented by the work team as well as the defense thereof will be valued, and will account for 100% of the student's grade. It will be mandatory to carry out these practical work(s) as a group. For the evaluation of these practical works the professors will be able to propose systems of evaluation by peers, in which the own students will evaluate the performance of their teammates during the accomplishment of the works and / or practical cases and that will serve to determine the qualification of each student in the practical part.

#### Option 2

This option is aimed at those students who can not participate in the learning activities of the course on a regular basis. In this case, the evaluation will consist in the realization of a global assessment test identical to that of Option 1, with the difference that the practical work(s) will be carried out individually.

## 4. Methodology, learning tasks, syllabus and resources

### 4.1. Methodological overview

The learning methodology is based on the following principles: From the methodological point of view, the course is mainly based on a practical approach where the student will be able to apply and earn value from the knowledge taught along with the theoretical sessions and lectures. For this purpose, the students will develop short group projects and case studies connected to the industrial context.

This course is based on the PBL (Project Based Learning) as well as "Learning by doing" methodologies when the student is the key participant-centered learning.

## 4.2. Learning tasks

The course includes the following learning tasks:

- Theoretical, master classes, and problem practice. Weekly sessions, 2h each. (30h).
- Short projects and case studies.(90h)

These are the main tasks of the Course.

The project teams will be based on 4 members depending on each Project and the instructors will follow up the progress of the projects and cases on a weekly basis.

- Conferences and seminars (4h approximately)

This task will imply the interaction with experienced professionals from the industry of packaging.

- Personal work. (25h individual work approximately)
- Presentation. (1h)

For the particular cases of Global Test, the duration might be longer (max 5h).

## 4.3. Syllabus

The course will address the following topics:

1. Introduction to packaging design.
2. Attention capture, categorization and communication.
3. Unboxing, consumption and discard.
4. Materials and tendencies.
5. Printing and die-cutting.
6. Logistics.
7. Legislation and labelling.
8. Sustainability in packaging design.

## 4.4. Course planning and calendar

When the course starts and depending on the academic calendar and the school schedule, a customized schedule will be developed accordingly. This will be communicated to the students, including all the various tasks, theoretical sessions, master classes, seminars, practice problems, etc.

The most important tasks will be developed according to:

- 1. Short projects and case studies: will be scheduled along the overall course, with weekly tasks and deliverables.
- 2. Presentation.
- 3. Workshops / Contest related to the subject.
- 4. Know companies or events related to the subject, depending on availability.