

Faculty of Architecture**Department:** Arts**Professional area:** Fine Arts**Major:** Computer Graphic Advertising Design**Educational-and-qualification Degree:** Master**COURSE DESCRIPTION**

1. Course unit title: Packaging Design
2. Course unit code: FAR 3010
3. Type of course unit: optional
4. Level of course unit: Master
5. Year of study: first
6. Semester: second
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Assoc. Prof. Antoaneta Radoeva, PhD
9. Learning outcomes of the course unit: Students learn the specifics of packaging graphic design. After completing the course, they will be able to design the packaging graphics successfully.
10. Mode of delivery: Face-to-face.
11. Prerequisites and co-requisites: Students need to have basic knowledge acquired in the bachelor programme.
12. Course contents: Functions of packaging - aesthetic, advertising, information, protection; Constructions; Packaging types in relation to the material and function; Packaging types according to the subject of advertising; Font, colour, composition, unfolding, model.
13. Recommended and/or required reading:
 1. Exploring Package Design (Design Exploration) - Chuck Groth
 2. Package Design Book - Julius Wiedemann and Pentawards (Nov 1, 2010)
 3. Package Design Now by Gisela Kozak and Julius Wiedemann (Aug 1, 2008)
 4. Наръчник на начинаещия дизайнер - Автор: Робин Уилямс
 5. Цифрова палитра на графичния дизайнер - Автор: Алън Б. Ууд
 6. The Visual Dictionary of Graphic Design - Gavin Ambrose and Paul Harris
 7. The big book of design ideas 3 - David E. Carter, Suzanna M. W. Stephens
14. Planned learning activities and teaching methods: Lectures, contact hours, independent work.
15. Assessment methods and criteria: Evaluation of the course assignments done during the semester. Students have to demonstrate the use of the theory in practical tasks.

Continuous assessment includes assessment of students' work on the tasks set during the semester. Students, who miss some of the tasks, will be evaluated in some of the next classes. It is desirable to attend classes. If there are students who are not satisfied with their continuous assessment, they may take part in the discussion at the end of the semester, submitting at least 75% of the tasks set during the semester. Those students who for one reason or another do not have continuous assessment should do the same. If they fail to do that by the end of the semester, students can take the exam during the regular session.

At the examination, students submit 100% of their assignments performed in several versions in paper and digital media.

16. Language of instruction: Bulgarian
17. Work placement: none