



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Packaging Design and Visualization							
Course Code		KZM205		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	103 (<i>Hours</i>)	Theory	2	Practice	2	Laboratory	0
Objectives of the Course		The aim of this course is to teach students to design visuals, logos and packages of cosmetic products.							
Course Content		Basic principles of design, three dimensional design.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Demonstration, Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Studio Work	1	10
Final Rate	1	50

Recommended or Required Reading

1	Güngör, H.: Temel Tasarım, Esen Ofset Matbaacılık, 2005.
2	Temel Tasarım (Prof. Dr. Kerim Çınar Mimar M. Semra Çınar)
3	Teknik resim (İbrahim Zeki Şen, Nail Özçilingir)
4	Solidworks learning materials

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to course, introduction to basic design principles
2	Theoretical	Elements of design (shape, geometry)
3	Theoretical	Elements of design (shape, geometry)
4	Theoretical	Elements of design (material, texture, color)
5	Theoretical	Elements of design (light, texture)
6	Theoretical	Basics of three dimensional design
7	Theoretical	Basics of three dimensional design
8	Intermediate Exam	Mid-term exam
9	Theoretical	Three dimensional design applications
10	Theoretical	Three dimensional design applications
11	Theoretical	Three dimensional design applications
12	Theoretical	Texture and color applications for three dimensional designs
13	Theoretical	Texture and color applications for three dimensional designs
14	Theoretical	Design applications and scene creation
15	Theoretical	Design applications and scene creation
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Lecture - Practice	14	1	2	42
Studio Work	1	1	0	1
Individual Work	14	0	1	14
Midterm Examination	1	1	1	2



Final Examination	1	1	1	2
Total Workload (Hours)				103
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to design cosmetic packaging.
2	To be able to choose packaging materials.
3	To create digital visuals of products.
4	To have knowledge about packaging manufacturing processes.
5	To create prototype products.
6	To able to follow packaging technologies.

Programme Outcomes (Cosmetic Technology)

1	To define and classify cosmetics.
2	To learn the classification of cosmetic raw materials, purposes, products to use and what properties should be carried.
3	To describe and classify toxicity, to learn toxic substances and analyze methods.
4	To learn laboratory safety, to apply safety precautions when working with dangerous chemicals.
5	To learn and apply necessary tests for cosmetic raw materials, intermediates and finished products.
6	To perform a scientific study, analyze study and report results of study scientifically.
7	To interpret experimental results, to evaluate data in point of cosmetic science.
8	To act in accordance with the principles of ethics, to have awareness of professional and ethical responsibility.
9	To be individuals who are committed to Atatürk's Principles and Revolutions, contemporary, democratic, secular, protecting and developing their country, protecting their nation, respecting human rights, protecting nature, non-discriminatory, adhering to their traditions and customs, and protecting their values.
10	To be an individual who has completed his personal development, can adapt to society and contribute positively

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	3	3	3	3	3	3
P4	3	3	3	3	3	3

