



---

---

**COURSE GUIDE:**  
**Concept and packaging creation**  
MULTIMEDIA Y ARTES DIGITALES  
Universidad Católica de Valencia

---

---



## COURSE GUIDE CONCEPT AND PACKAGING CREATION

		ECTS
<b>SUBJECT:</b> Concept and Creation of Packaging		<b>6</b>
<b>Field:</b> Corporate Identity		<b>12</b>
<b>Module:</b> Graphic development		<b>30</b>
<b>Type of training<sup>1</sup>:</b> OB (Mandatory)	<b>COURSE:</b> 3 <sup>a</sup> <b>Semester:</b> 2 <sup>o</sup>	
<b>Teachers::</b> Núria Pérez Gisbert	<b>Department:</b> Multimedia	
	<b>E-mail:</b> npgisbert@ucv.es	

### MODULE ORGANIZATION

GRAPHIC DEVELOPMENT				Nº ECTS 30	
Duration and placement within the curriculum:					
Fields and Subjects					
Field	ECTS	Subject	ECTS	Year/ semester	
Graphic creativity	6	Fundamentals of Creativity	6	2/2	
Publication Design	12	Typography and Publications Design	6	2/1	
		Production and printing techniques	6	4/1	
Corporate Identity	12	Corporate Identity	6	3/1	
		Packaging Concept and Creation	6	3/2	
COURSE GUIDE FIELD/SUBJECT: CONCEPT AND PACKAGING CREATION					
Prerequisites: It is recommended to have passed the subjects of Corporate Identity, Foundations of Creativity, Foundations of Graphic Expression and Foundations of vector illustration.					

<sup>1</sup> Basic training (common subject), Compulsory, Optional, External internships, Final Degree Project.

**OBJETIVOS GENERALES**

1. Master the language and concepts of the field of packaging and packaging creation.
2. Know the historical and theoretical principles of the development of containers and the packaging of the brand.
3. Foster critical, analytical and reflective capacity in relation to corporate identity applied to packaging, through technical and theoretical knowledge of the packaging creation processes.
4. Provide a comprehensive knowledge of the techniques and processes on the creation of packaging. All this knowledge will enable the student to control the creation of unique packages that know how to provide the companies' products with greater added value and presence on the shelf.
5. Devise, conceptualize, create and produce containers and packaging with a high aesthetic and functional criterion from its conception to its printed distribution.
6. Being able to analyze society, the target audience and market trends to find the appropriate responses to the demands and resources of a specific context.
7. Generate the packaging of a company's product, synthesizing different values and concepts within the same product.
8. Being able to understand the processes of graphic creation and carrying out briefings and design plans, in which the needs, deadlines, etc., of a project are raised.
9. Identify, classify and assimilate any packaging project, from a theoretical point of view.

**BASIC SKILLS****Weighting of competition****DESCRIPTION:****1 2 3 4**

CB1 That students have demonstrated possession and understanding of knowledge in an area of study that is based on general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study

X

CB2 That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within your study area

X

CB3 That students have the ability to gather and interpret relevant data (normally within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature

X

CB4 That students can transmit information, ideas, problems and solutions to both a specialized and non-specialized audience

X

CB5 That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy

X



GENERAL SKILLS	Weighting of competition			
	1	2	3	4
<b>DESCRIPTION:</b>				
01 Capacity for analysis and synthesis				X
02 Capacity for organization and planning				X
03 Oral and written communication in one's own language		X		
05 Computer skills related to the field of study				X
06 Information management capacity. Know how to obtain information effectively from specialized books and magazines, and other documentation			X	
07 Troubleshooting				X
08 Ability to adequately present a curriculum vitae, a sample of one's own work, such as a portfolio and a professional presentation.			X	
09 Decision making			X	
10 Teamwork			X	
11 Work in an interdisciplinary team			X	
13 Skills in interpersonal relationships		X		
14 Critical Thinking				X
15 Ethical commitment				X
16 Ability to take responsibility			X	
17 Capacity for self-criticism			X	
18 Autonomous learning and motivation for training throughout their professional life				X
20 Creativity				X
22 Ability to collaborate with other professions and especially with professionals from other fields. Identify the right professionals to properly develop creative work.				X
24 Initiative and entrepreneurial spirit				X
25 Motivation for quality				X



SPECIFIC COMPETENCES <sup>2</sup>				
	1	2	3	4
E02 Artistic sensitivity. Expand the ability to perceive beauty in different forms and artistic creations, applying aesthetic principles and promoting creativity and multidisciplinary innovation.				X
E04. Acquisition of skills in traditional illustration techniques and procedures and in digital techniques for the creation and development of graphic elements, images, symbols, texts, layout of publications and product packaging.				X
E05. Ability to organize, classify and index materials and files used in the development of the project, generating documents for conservation or consultation. Capacity for subsequent search and recovery of information.			X	
E06. Ability to obtain objective and relevant conclusions for the generation of new product concepts, and generate new ideas and solutions, based on research work on documentation.				X
E08. Ability to organize and process the information that will later be included in the project.				X
E09. Capacidad para planificar y dirigir proyectos y desarrollos de contenido tecnológico, en particular referidos al arte, diseño multimedia y la comunicación.				x
E011. Ability to adequately present the results of the investigation in an oral, written, audiovisual or digital manner, in accordance with the canons of the disciplines of information and communication.			x	
E012. Sensitivity to assess the importance of design in the formulation of messages and in the impact of their transmission in the different communicative fields.				x
E016. Understand and transmit the importance of the communication strategy as a critical element in the processes of creating value and making said value available to society by companies and organizations in general.			x	

<sup>2</sup> Continue correlatively with the previous numbering. The specific competences are weighted from 1 to 4 following the same criteria as with the transversal ones.



LEARNING OUTCOMES <sup>4</sup>	SKILLS
R-01 Domain of traditional and digital graphic illustration techniques.	CB1,CB2,CB3,CB4,CB5 05, E02, E04, E09
R-02 Appropriate selection of materials, possibilities and printing media.	CB1,CB2,CB3,CB4,CB5 01,07,09,14,17, 20,22 E06,E09,E12
R-03 Originality and proposal of creative solutions to problems of support, printing, materials and digital creation.	CB1,CB2,CB3,CB4,CB5 01,07,09,14,16,17, 20,22 E06,E09,E12
R-04 Knowledge of the reality of Packaging, its functions, and mastery of Packaging techniques.	CB1,CB2,CB3,CB4,CB5 01,06,09,18, 22,25 E04,E05,E06,E09,E12
LEARNING OUTCOMES (COURSE SPECIFIC)	SKILLS
R-05 Theoretical-practical knowledge about the packaging creation process	CB1,CB2,CB3,CB4,CB5 01,02,03,06,07,08,09,10,11 13,14,15,18,24,25,E02, E05, E06, E08, E09, E11,E12,E16,
R-06 Domain of computer applications related to the creation of packaging.	CB1,CB2,CB3,CB4,CB5 01,02,05,06,07,08,09,11,18, 20,22, 24,25,E02, E04,E05, E06, E08, E09, E11,E12,E16,



PRESENTIAL WORK TRAINING ACTIVITIES			
ACTIVITY	Methodology of Teaching-Ape	Relationship with Module Competencieslo	ECTS <sup>3</sup>
CLASS ATTENDANCE	Introductory presentation of each topic by the teacher. Definition of the objectives of knowledge and skills to be achieved; explanation of the activities to be carried out and the methodology to be followed, as well as the instruments and evaluation criteria. Specific instructions about group and individual work on each topic.	CB1,CB2,CB3,CB4,CB5 01,03,05,06,09, 14,15,16,17, 20, 24,25 , E02, E06, E09,E16	1
PRACTICAL CLASSES	Activities aimed at developing skills and related to the contents of each topic: bibliographic search in the library, critical analysis of materials about the contents of the topic, critical analysis of models of communication and artistic creation, elaboration of an outline of the contents of each subject, searches on the Internet, use of information technology for the use of digital tools and realization of the proposed contents.	CB1,CB2,CB3,CB4,CB5, 02,05,06,07,08,09, 14,15,16,17, 20, 24,25, E04,E05 , E08,E09,E11,E12,E16	0,8

<sup>3</sup> The subject and/or matter is organized in **PRESENTIAL WORK TRAINING ACTIVITIES** and in **STUDENT SELF-WORK TRAINING ACTIVITIES**, with an estimated percentage in ECTS. An adequate distribution is as follows: **35-40%** for Face-to-Face Training Activities and **65-60%** for Self-Employment Activities. (For a subject of 6 ECTS: 2.4 and 3.6 respectively).  
The teaching-learning methodology is described in this guide in a generic way, specifying in the didactic units in which the subject and/or matter is organized.



SEMINAR	Supervised monographic sessions with shared participation		0
GROUP WORK EXHIBITION	Application of interdisciplinary knowledge in oral presentation by groups of the work carried out.	CB1,CB2,CB3,CB4,CB5, 01,02,03,05,06,07,08,09, 10,11,13, 14, 16,17,20,25 , E02, E04, E09,E11,E16	0,3
TUTORING	Personalized attention and in a small group. Period of instruction and/or orientation carried out by a tutor with the aim of reviewing and discussing the materials and topics presented in classes, seminars, readings, work, etc.	CB1,CB2,CB3,CB4,CB5 01,07,09,13,14,15,16,24, 25 , E02, E04,E06,	0,15
EVALUACIÓN	Set of oral and/or written tests used in the initial, formative or additive evaluation of the student.	CB1,CB2,CB3,CB4,CB5 01,02,03,05,07,09, 14, 25, E04, E011	0,15
Total			(2,4*)

STUDENT SELF-WORK TRAINING ACTIVITIES			
ACTIVITY	Teaching-Learning Methodology	Relationship with Module Competencies	ECTS
GROUP WORK	Preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university ( <a href="http://www.plataforma.ucv.es">www.plataforma.ucv.es</a> )	CB1,CB2,CB3,CB4,B5 01,02,03,05,07 ,09, 10,11,14, 16,17, 20, 22,25 , E05, E06, E08.E09,E11	1,3
INDEPENDENT WORK	Preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university ( <a href="http://www.plataforma.ucv.es">www.plataforma.ucv.es</a> )	CB1,CB2,CB3,CB4,CB5 01,02,03,05,07,06,09, 14,15,16,17, 20, 24,25 , E02, E04,E05,E06,	2,3
Total			(3,6*)





ACQUISITION OF SKILLS ASSESSMENT SYSTEM AND GRADING		
ASSESSED LEARNING OUTCOMES	ASSESSED LEARNING OUTCOMES	Percentage awarded
<b>PERFORMANCE OF ACTIVITIES THEORETICAL-PRACTICAL</b> Delivery of individual works. (It will be essential to deliver it on the agreed date and time to average with the rest)	R1 –R6	<b>40%</b>
<b>ATTENDANCE AND PARTICIPATION</b> Attendance and active participation in class (Participation, theoretical and practical sessions)	R1 –R6	<b>10%</b>
<b>FINAL EXAM</b> (It will be essential to pass these tests to average the rest of the evaluation instruments)	R1 –R6	<b>50%</b>

## EVALUATION CRITERIA:

- **Mandatory attendance:** In accordance with the guidelines for the development of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in-person degrees will require attendance in class with a minimum of 80% of the sessions. each subject as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage.
- Attendance is not scored, participation is. The Participation percentage will be 10%, and will be reflected through participation records by the teacher and the completion of various exercises in the classroom. Repeated lack of attention in the classroom (use of cell phones without authorization, viewing other platforms or other subjects, etc...) will result in the loss of this percentage.
- The practical content will have a percentage of 40% of the final grade (it will consist of four projects with a value of 10% each).
- The exam will have a percentage of 50% of the final grade. This percentage is obtained by taking a written test that will consist of a theoretical part and a practical part. It is mandatory to approve both parts to make the average. Failure in the theoretical or practical part will mean failure in the subject."
- If the exam is not passed, the call will be suspended, and the grade obtained in the exam will appear in the minutes, a rule that will be applied to both the first and second calls.



- The student's presence in the classroom at the beginning of the exam will lead to its evaluation, without the possibility of being able to claim as not presented, even if the student is absent as soon as the exam begins.
- Once the first call is approved, work cannot be submitted to raise the grade obtained in it. If the exam is failed in the first call, the student must take and pass the second call exam to pass the subject.
- If the exam is passed, but when the average is taken with the work delivered, it comes out below 5, the subject is suspended. The student must take the second call exam.
- In case of suspending the first call, a work may be presented for the second call, at the discretion of the professor, which will replace one not delivered or with a low grade from the first call; The grade of the first work would be canceled and will be replaced by the one obtained in this new work.
- The delivery of work will not be allowed outside the date and time established on the platform for each one. The delivery of said works can only be done through the platform. The format will be determined in each statement thereof. Submission in a format other than the one specified will result in failure of the work without possible grading.
- Detection of plagiarism or copying of any work will result in its suspension. Plagiarism is considered the use of the work of others not cited by the tutor or the abusive use of material not one's own for its preparation. (More than 35%). The copy or falsification of designs or works extracted from the Internet, another medium or partner will mean the cancellation of the set of practical deliveries.
- **Single evaluation:** In accordance with article 9 of the General Regulations for the Evaluation and Qualification of Official Teachings and Degrees of the UCV, the continuous evaluation system is the preferred evaluation system at the UCV. The art. 10 allows, however, for those students who in a justified and accredited manner express their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their evaluation on an extraordinary basis in the so-called single evaluation. Said single evaluation must be requested within the first month of each semester to the Dean of Faculty through the Vice-Deaneries or Master's Directorates, with the express decision on the admission of said request from the student concerned being the responsibility of the latter.
- For the subject of Concept and creation of packaging, the evidence to be presented and/or the test/s to be carried out in the single evaluation by the student that are established are: Carrying out practical activities 40% and Final theoretical-practical exam 60 %.
- **Honor Registration:** The "Honor Registration" mention may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.



DESCRIPTION OF CONTENTS	SKILLS
Organization in blocks of content or thematic groups. Development of the contents in didactic guides.	(Indicate, numerically, the related skills)
<b>The packaging</b>	
Packaging features	R1 –R6
Definition and Classification	R1 –R6
<b>The history of packaging</b>	
Packaging evolution	R1 –R6
Materials in History	R1 –R6
<b>Materials in primary packaging</b>	
Paper, cardboard, glass, metal, plastic and multilayer containers	R1 –R6
<b>Secondary packaging</b>	
Types of secondary packaging and characteristics	R1 –R6
<b>Technical representation of packaging</b>	
Dimensions, dies and examples	R1 –R6
<b>Packaging and Marketing</b>	
The branding in the packaging. Rebranding, target audience, type of brands..	R1 –R6
<b>Research, Concept and Design</b>	
The design process, market research, idea generation, color...	R1 –R6
<b>Legal aspects of packaging</b>	
Current legislation for labeling, barcodes, symbols	R1 –R6
<b>Packaging and environment</b>	
Prácticas y Proyectos de evaluación continua	R1 –R6



<b>TEMPORARY LEARNING ORGANIZATION (Students with first registration):</b>		
	<b>BLOCK CONTENT / TEACHING UNIT</b>	<b>No. of sessions</b>
<b>1</b>	<b>The packaging and the history of packaging</b>	<b>2</b>
<b>2</b>	<b>Materials in primary and secondary packaging</b>	<b>6</b>
<b>3</b>	<b>Technical representation of packaging</b>	<b>5</b>
<b>4</b>	<b>Packaging and Marketing</b>	<b>2</b>
<b>5</b>	<b>Research, Concept and Design</b>	<b>3</b>
<b>6</b>	<b>Legal aspects of packaging / packaging and the environment</b>	<b>2</b>
<b>7</b>	<b>Internships and Continuous Assessment Projects</b>	<b>12</b>

## BIBLIOGRAPHY

### BASIC BIBLIOGRAPHY:

ENVASE Y EMBALAJE. LA VENTA SILENCIOSA.  
A.L.CERVERA FANTONI.ED ESIC 2003

EL PACKAGING DE LA MARCA  
ED. PARRAMÓN / 2011  
AUTORES: GAVIN AMBROSE / PAUL HARIS

BASIC PACKAGING  
ED. PEPPIN PRESS /2010  
AUTORES: PEPPIN VAN ROOJEN & JACKOB HRONEK

ADVANCED PACKAGING  
ED. PEPPIN PRESS /2010  
AUTORES: PEPPIN VAN ROOJEN & JACKOB HRONEK

STRUCTURAL PACKAGING  
ED. PEPPIN PRESS



AUTOR: HARESH PATHAK

MANUAL DE PRODUCCIÓN GRÁFICA. RECETAS  
ED. GG

#### **BIBLIOGRAFIA COMPLEMENTARIA:**

FUNDAMENTOS DEL BRANDING

ED. PARRAMÓN /2010

AUTORES: MELISSA DAVIS

CLAVES DEL DISEÑO DE PACKAGING

ED. GUSTAVO GILI /2009

AUTOR: CAPSULE

ECOLOGICAL SELECTION PACKAGING

ED. MONSA/2014

EL MUNDO DEL ENVASE.

VIDALES GIOVANNETTI. ED. GG

PACKAGING ESTRUCTURAL

ED/ LINKSBOOKS/2011

DESIGNING CORPORATE IDENTITY

ED. MONSA/2012

RECURSOS WEB, [WWW.AINIA.ES](http://WWW.AINIA.ES), [WWW.ITENE.COM](http://WWW.ITENE.COM), [WWW.AFCO.ES](http://WWW.AFCO.ES), [WWW.ASPAPEL.ES](http://WWW.ASPAPEL.ES), [WWW.ECOEMBES.COM](http://WWW.ECOEMBES.COM),  
[WWW.ECOVIDRIO.ES](http://WWW.ECOVIDRIO.ES), [WWW.FEFCO.ORG](http://WWW.FEFCO.ORG), [WWW.AIDIMA.ES](http://WWW.AIDIMA.ES), [WWW.TETRAPAK.ES](http://WWW.TETRAPAK.ES), [WWW.ASPACK.COM](http://WWW.ASPACK.COM)

BLOGS DE PACKAGING: [WWW.THEDIELINE.ORG](http://WWW.THEDIELINE.ORG),

PREMIOS PACKAGING: [WWW.PENTAWARDS.ORG](http://WWW.PENTAWARDS.ORG), [WWW.HISPACK.COM](http://WWW.HISPACK.COM),

#### **ADDITIONAL INFORMATION:**

##### **TEACHING OF THE SUBJECT IN SECOND AND SUCCESSIVE ENROLLMENTS:**

There will be a specific group for students who are not first-time students and a teacher in charge of that group. In this group there will be a number established by the UCV of monitoring and tutoring sessions (6 of 2 hours each) in which the work on the skills that the students of the group need to acquire to pass the subject will be reinforced. These sessions are included in the schedule attached to this guide and are detailed in the description of the Didactic Units of the subject.



<b>ORGANIZACIÓN TEMPORAL DEL APRENDIZAJE (Alumnos de segunda o sucesivas matrículas):</b>		
	<b>BLOQUE DE CONTENIDO/UNIDAD DIDÁCTICA</b>	<b>Nº DE SESIONES (deben sumar 6)</b>
<b>1</b>	<b>The packaging and the history of packaging</b>	<b>0,25</b>
<b>2</b>	<b>Materials in primary and secondary packaging</b>	<b>1,0</b>
<b>3</b>	<b>Technical representation of packaging</b>	<b>0,25</b>
<b>4</b>	<b>Packaging and Marketing</b>	<b>0,5</b>
<b>5</b>	<b>Research, Concept and Design</b>	<b>0,5</b>
<b>6</b>	<b>Legal aspects of packaging / packaging and the environment</b>	<b>0,5</b>
<b>7</b>	<b>Internships and Continuous Assessment Projects<sup>4</sup></b>	<b>3,0</b>

### **DATES OF INTEREST**

In order to mark a continuous dynamic within the class, the communication will be carried out through the UCV platform, where the key dates and the statements of the works and projects to be presented will be posted. The key dates (provisional) of the formulation of the statement, delivery and qualification of the works.

<sup>4</sup> Second-registration students must take an exam and complete the same number of practices as the First call students: tutored continuous assessment projects (in this case monitoring by the tutor will not be mandatory if the student deems it appropriate) that score 40% of the final grade and the final exam will have a value of 60% of the end note. Attendance will not be mandatory for second-call students, but attendance at tutorials is recommended to reinforce the student's work and their skills to pass the subject.