



Aalto University
School of Art and Design

Interdisciplinary Packaging Design Platform

PACK-AGE

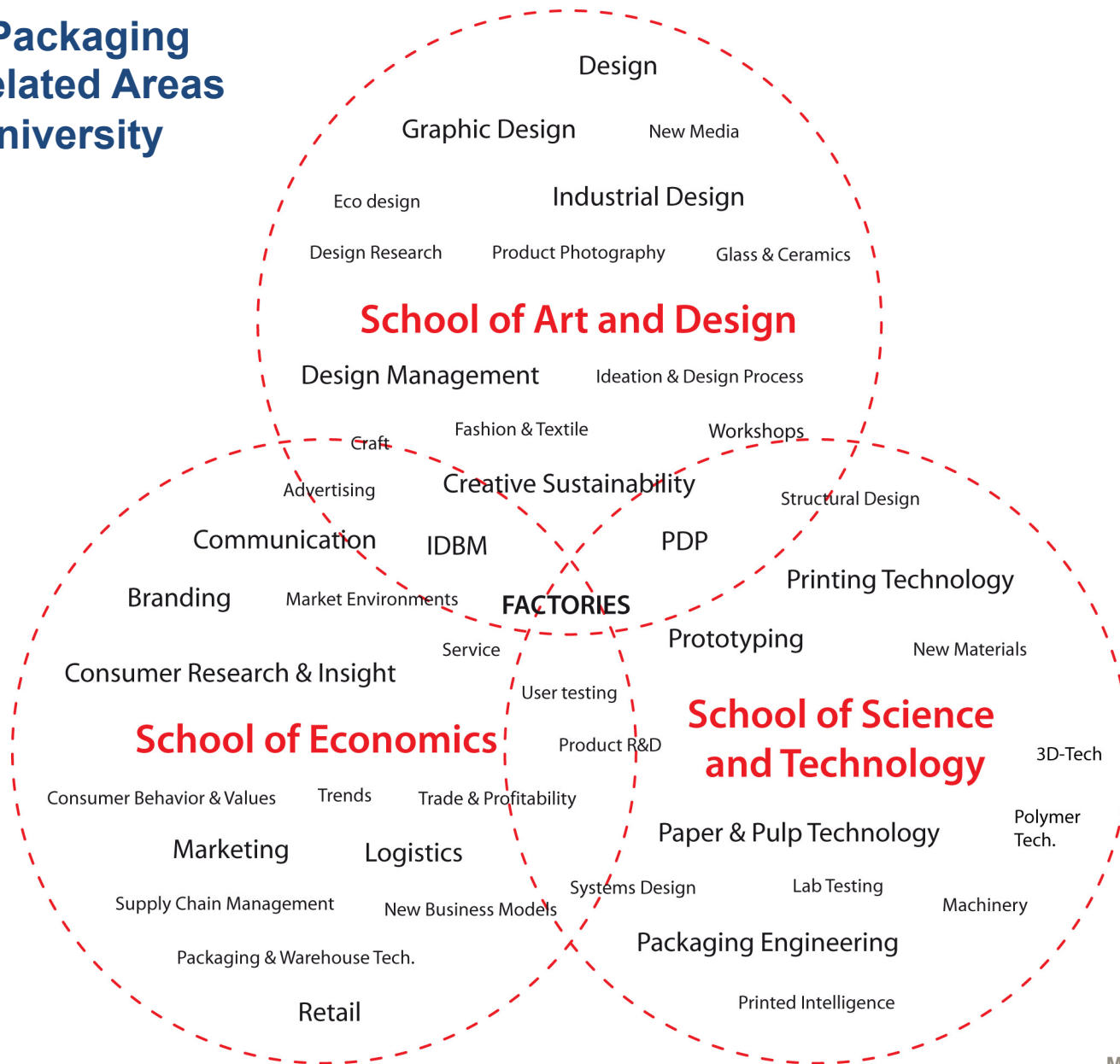
@ Media Factory 15.3.–16.5.2012

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18.11.2011

What is PACK-AGE?

- **Interdisciplinary Packaging Design Platform** was a project about creating a new platform for teaching packaging design more holistically.
- Results from another open call project, **Future Packaging Design** study (MF, Joutsela 2010), was used as background information for developing this platform.
- FPD study was mapping possibilities of packaging design and packaging related education in Aalto University and information was gathered by interviewing 25 people ranging from teachers & staff to packaging researchers, designers and industry representatives.
- **As an outcome PACK-AGE project course was born.**

Mapping Packaging Design Related Areas in Aalto University

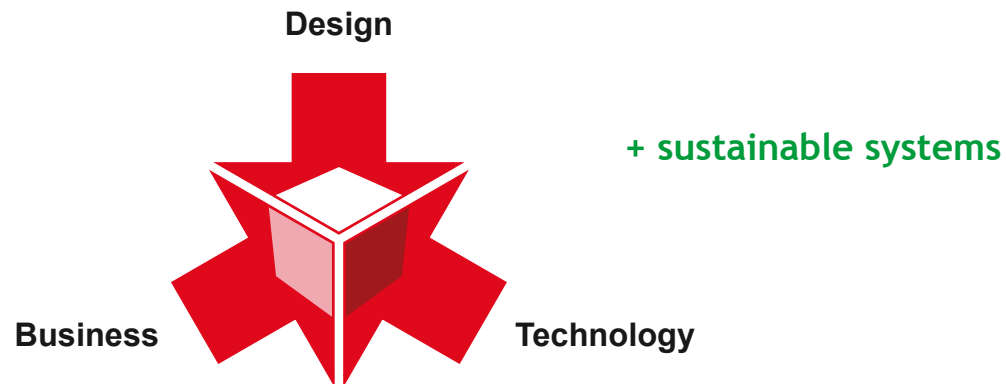


Holistic Packaging Design Approach

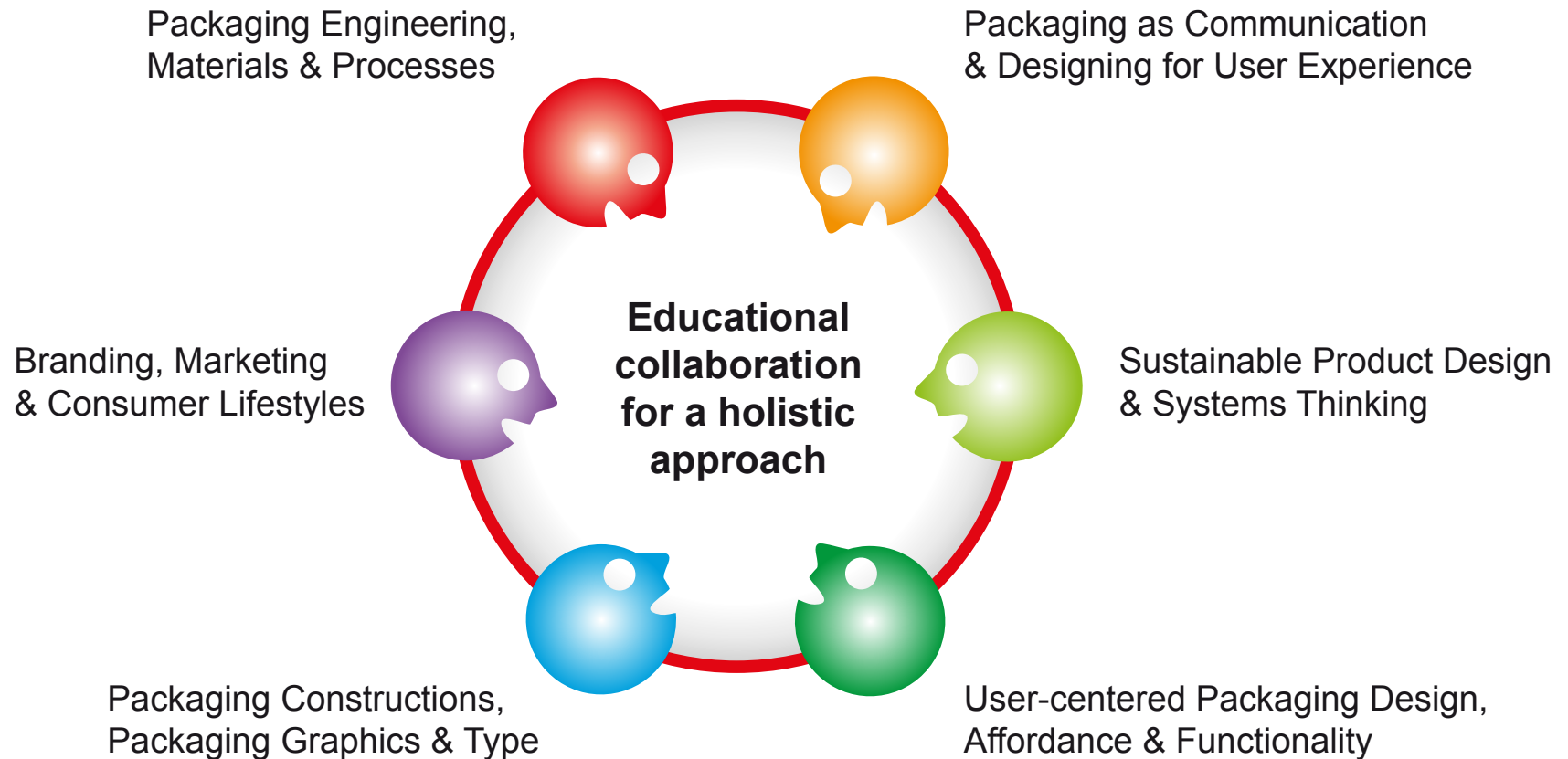
- The course is intended for **master's level** students who are interested in developing new and innovative packaging concepts, solving wicked design problems and developing their team working skills in real projects with new packaging structures, materials and technological possibilities.
- Teaching: **PBL**-approach supported by **theme lectures**.
- The students will be working in **interdisciplinary teams** with design tasks based on a **brief from a company**.

4 Schools, One Goal

- **PACK-AGE is uniting teachers and students from 4 different schools:** Aalto University School of Art and Design, School of Economics, School of Chemical Technology and Lahti Institute of Design.
- **Knowledge from different disciplines:** design, technology and business, spiced up with sustainable systems thinking, user-centeredness and real product development approach.

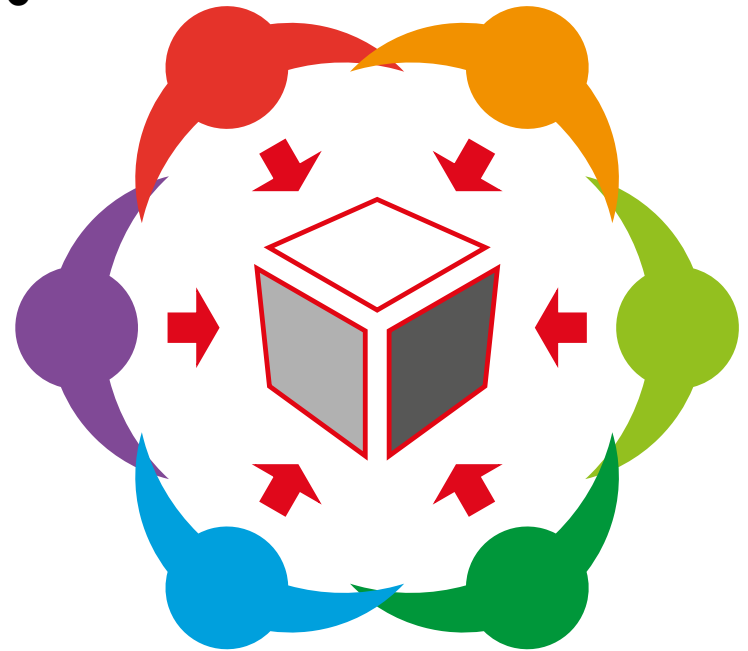


6 Teachers = 6 Perspectives to Teaching



Interdisciplinary Teamwork

- Students will be working in **6 teams of 5–6** students with **different backgrounds**.
- **Group working** and **project management skills** are important for successful project outcomes.
- Each team has one **teacher as a mentor** who is following the progress of the team during the course.



Collaboration

- The course **collaborates with companies** and will be working with real life packaging projects, challenges and case studies.
- The packaging **materials are sponsored** by the partners.
- **Complementary specialist lectures** will be arranged related to particular design tasks at hand.
- The idea is not to go in depth into all packaging related issues and details, but to **use students' existing backgrounds and prior knowledge as a resource** for creative group work, which is supported by theme lectures.

Additional Information

- WebOodi:
20087, PACK-AGE: Monitieteinen pakkaussuunnitteluprojekti (6 ects)
 - <https://into.aalto.fi/display/fimobility/Aalto-kurssit>
 - http://mediafactory.aalto.fi/?page_id=695

Thank You!

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