

PACKING AND DESIGN IN FOOD INDUSTRY (III-RD YEAR OF STUDY , SEMESTER VI)

Credit value (ECTS) 4

Course category

Domain (Imposed)

Course holder:

Assoc. Prof. PhD. George Ungureanu

Objectives (course and applications)

- Discipline " *Packing and design in food industry* " in accordance with the syllabus aims:
- Acquisition of concepts necessary for understanding the role of packaging in implementing, promoting and effectiveness of products;
 - Acquiring the necessary skills of designing a modern packaging and in line with European standards expected in this area for food;
 - To acquire the necessary understanding and conveying a rich informational message to the consumer through packaging design and writing.

Contents (syllabus)

Course (chapters/subchapters)
Definition and classification of packaging Packaging - concept and features classification packaging
The functions of packaging Function preservation and protection of food Transportation function - handling - storage The function of food promotion
Materials used for the manufacture of packaging for food cellulosic Plastic materials Metallic materials The wood and its by-products, Glass
Modern methods and techniques of food packaging Shrink film packaging filling in Modified atmosphere packaging and vacuum packaging Cryovac packaging system Packaging with adhesive tape Next-generation devices and materials on packaging and microbiological parameters
Labeling of food The importance of food labeling Modern aspects of food labeling Food labeling regulations in our country
The design and aesthetics of packaging bottle shape Graphic styles used in packaging design Color packaging: the combination of product features, messages information etc.
Standardization and coding of packaging Standards and rules of correlation between the external shape construction products and packaging Standards and rules of correlation between external gauges packaging and vehicle envelopes Standards and rules workload load

Standards and rules on the possibility of repeated use made packaging The new coding system for the recycling of plastics packing
Specific aspects of packaging goods in relation to consumer protection and environment
Economic assessment of packaging spatial indicators Table indicators Indicators of consumer Productivity indicators Indicators of cost Methods used in optimizing packaging costs

Practicum
Designing a package for a food
Case study on the relationship between the packaging and graphics characteristics of different types of products
Case study and debate on the European norms for packaging that comes into contact with food
Case study on interpreting the information given by the labeling in accordance with the legislation in force
Economic assessment of packaging: calculating spatial indicators, mass consumption, productivity, cost
Testing a new packaging for the company
Establishing the basic element of packaging and product design
Designing the unit cost of the product and the delivery price
The direct costing method regarding the establishment of the profitability of the packaging depending on the goods

References

1. FALNIȚĂ Eugen - Produsul : estetică, ambalaj. Ed. Mirton, Timișoara, 2005.
2. JUGANARU Mariana - Design-ul ambalajelor. Ed. Europolis, Constanta, 1996.
3. MACUTA Silviu - Materiale de ambalaj din industria alimentara. Ed. Fundației Universitare Dunărea de Jos, Galați, 2000.
4. PURCAREA, Anca - Ambalajul : atitudine pentru calitate : tehnologie, economie, mediu. Ed. : Expert, Bucuresti, 1999.
5. TURTOI, Maria - Materiale de ambalaj si ambalaje pentru produsele alimentare. Ed. Alma, Galați, 2000 .
6. UNGUREANU George, Ambalaje și design în industria alimentară, Editura TipoMoldova, 2020.

Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Oral examination	60%
Appreciation of the activity during the semester	Oral assessment during the semester, verification tests and final laboratory colloquium.	40%

Contact person

Assoc. Prof. PhD. George Ungureanu

Faculty of Agriculture - USAMV Iași

Aleea Mihail Sadoveanu nr. 3, Iași, 700490, Romania

telefon: 0040 232 407517, fax: 0040 232 219175. E-mail: ungurgeo@uaiasi.ro