

SYLLABUS I LËNDËS

Të dhëna bazike të lëndës			
Academic Unit	Fakulteti Ekonomik- departamenti i Marketingut		
Couse title:	Product design policy		
Study level:	Bachelor		
Status:	Mandatory		
Study year:	III/ 5		
Hours/ week:	2+1		
ECTS:	4		
Place / location:			
Lecturer:			
Contact details			
Course description			
Course description	This course contains several areas, first of all the knowledge of design. Design definition by some authors, design relevance to the product. Design orientation features. Components and design. Design process, realization. Identify as an integral component of product development. How to evaluate the design, methods. What is a good design? Ergonomics, types and importance. Absorption, definition, importance and spacing. Absorption as a form of design presentation.		
Goals:	The purpose of this course is to gain knowledge on product design, problematic of design and design relevance for a product. The learner gains basic knowledge that can later be expanded.		
Expected results:	It is expected that students will understand how important design is for the product by utilizing the experience of our companies with presentations of individual and group work.		
Student contribution			
Activity	Hours	days/week	Total
Lectures	2	15	30
Theoretical exercises	1	15	15
Pracvtical work			
Consultation with teacher	2	3	6
On field work			
Colloquia	2	2	4
Home work	1	15	15

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Self work of student	1	10	10
Final preparation for exam	3	5	15
Evaluation time by profesor	2	3	6
Projects, presantations	1	2	2
Total			103
Teaching methodology:			
	Lectures and exercises by constantly applying new things. Group meeting (2 or 3 people) of the works that will be done with my help or assistant, and then the evaluation will be done in the presence of students using the group experience among themselves.		
Evaluation:			
	Evaluation is done in several ways: with the colloquium, during the semester there will be two colloquiums, in order to evaluate also the own or group work. The presence of students and their activity in lectures and exercises also have an impact on final evaluation.		
Literature			
Basic Literature:	<ol style="list-style-type: none"> 1. <i>Politika e disenjit të produktit, Ali Jakupi(skriptë)</i> 2. <i>Marketingu, Nail Reshiti dhe Bardhyl Ceku</i> 3. <i>Amballazhimi dhe Paketimi :Njohja e mallit në treg Ivo Andrijaniq, Milenko Bilen, Tonqi Lazibat(Universiteti I Zagrebit, përkthim në gj. Shqipe).</i> 		
Additional Literature:	<i>Disenji si element integral i zhvillimit të produktit autor Gjurgjana Ozretiq Doshen, e kamë përkëthy nga gjuha kroate ,Product Dising, David Bramston, 2011 etj.</i>		
Work plan			
Week	Lessons		
Week 1	History of design development at different historical periods		
Week 2	The notion of product design. Marketing in the context of design implementation. Design Definition		
Week 3	Approach to aspects of design. Designing the design process		
Week 4	The essence and the elements of the technical-technological component. The economic component of the design		
Week 5	Production program and assortment		
Week 6	Designing and marketing. The impact of marketing and design on supply		

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	and demand mechanisms on the market. Identify the integral component of product development .
Week 7	he influence of design and marketing on competition. Benefits that create Competitiveness. The difficulties that create competition, the maintenance of market position due to competition
Week 8	How design can be improved, phases. Design factors. Managing the design sector in enterprises. It can design to improve individual and comparative methods. Visual identity. Using primary and secondary tools for visual identity.
Week 9	First semestral evaluation
Week 10	Packaging, Definition, Classification. Packaging of Paper and Cardboard. Packaging as a Design Presentation Opportunity
Week 11	Glass packaging, importance. Wood packaging, complex packaging
Week 12	Separation of the packaging according to the basic function, Protective function, Container / conveyor function, Packaging distributor. The packaging service function
Week 13	The packaging user function, the economical packaging function. The ecological packaging function. Packaging fabrications.
Week 14	The quality of the packaging material. Symbols on the packaging, importance.
Week 15	Second semestral evaluation