



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2014/2015**

COURSE NAME : PACKAGE DESIGN
COURSE CODE : BNK 30603
PROGRAM ME : BNK
EXAMINATION DATE : DECEMBER 2014/JANUARY 2015
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER **FOUR (4)** QUESTION ONLY

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

- Q1**
- (a) Engineering design process used to develop product. State the meaning of engineering design according to ABET.
(5 Marks)
 - (b) Describe the general target of design process for better understanding of customer need.
(4 Marks)
 - (c) Differentiate the method of design level in developing new product.
(4 Marks)
 - (d) Developing new product should base on customer need. Determine the condition of customer need to generate new design of product.
(6 Marks)
 - (e) Modeling and simulation can help designer getting information about new product behave. Carry out **THREE (3)** techniques constructions in simulation and modeling usually apply in design process.
(6 Marks)
- Q2**
- (a) Identify **FOUR (4)** package design objective.
(4 Marks)
 - (b) Early 1930 packaging environment becomes matured in industry of product transfer. Differentiate the packaging and package design terminology for current industry.
(6 Marks)
 - (c) Package design is the element of brand advertising. Describes the factors that affect the package design.
(5 Marks)
 - (d) Design layout and structure of package for a product is a main factor for product succeeds. Purpose the general package function for a current market.
(5 Marks)
 - (e) Carry out the specifications of reverse tuck and straight tuck in folding carton style.
(5 Marks)

- Q3**
- (a) Construct a neat design figure of a box structure for an overlap seal method and mention the function of the area on the package structure.
(8 marks)
 - (b) Plastic material becomes popular for package of fluid product after glass in current market. Analyze the plastic advantage for today market.
(5 marks)
 - (c) High Density Polyethylene (HDPE) is a most common type of plastic used in industry. Identify the used of HDPE plastic in today industry.
(4 marks)
 - (d) Draw a standard bottle design and categorize the nomenclature of the bottle body for a better understanding of bottle structure.
(8 marks)
- Q4**
- (a) Typography is the primary medium for communication of the product. Define the Typography in package design.
(4 marks)
 - (b) Explain the categories of typography type and give their design attributes to the package design.
(4 marks)
 - (c) Kerning is the space between letters on package. Prepare the method of how to determine kerning in visually necessary.
(5 marks)
 - (d) Typography for package design serves to communicate the marketing message on three dimensional medium. Identify and explain the principle of typography for package design?
(12 marks)

- Q5**
- (a) State the step of color capture into human eyes. (2 marks)
 - (b) Traditional color wheel was dividing into primary and secondary. Name and sketch the color wheel to divide them into primary and secondary color. (6 marks)
 - (c) Color is one of the most influential aspects of package design. Give **THREE (3)** purchasing decision that often influence the customer. (6 marks)
 - (d) Differentiate the color associations in color connotations and give **TWO (2)** example of function for each color . (6 marks)
 - (e) An understanding of Package design color is to assure the color accuracy. List **FIVE (5)** factor of color that affected to package design in retail environment. (5 marks)
- Q6**
- (a) Imagery have differs perception from culture to culture. Identify the imagery type for visual impression. (3 marks)
 - (b) Why imagery importance's for package design? Determine **FIVE (5)** usage of image. (5 marks)
 - (c) Instructional illustration is defined as imagery and often used to depict a "how to" process. Identify **FOUR (4)** instructional illustration used on package design. (4 marks)
 - (d) Characters can be developed to support brand communications and promote product. Carry out **SIX (6)** factor of character that affect to communication on package design. (6 marks)
 - (e) Violator is the term used for the visual device for purpose of calling attention. Draw up a violator and state the common violator used for food. (7 marks)

-END OF QUESTION-