Syllabus

Course Description

Course Title	Food design and immersive food related experiences
Course Code	40419
Course Title Additional	
Scientific-Disciplinary Sector	CEAR-08/D
Language	German
Degree Course	Bachelor in Enogastronomy in Mountain Areas
Other Degree Courses (Loaned)	
Lecturers	Dott.ssa Eleonore Eisath, Eleonore.Eisath@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/52877
Teaching Assistant	
Semester	First semester
Course Year/s	3
CP	6
Teaching Hours	36
Lab Hours	24
Individual Study Hours	90
Planned Office Hours	18
Contents Summary	Not only the food, but also the way in which it is consumed can be designed. The ingredients of a dish go far beyond its food content and extend to tradition, communication and culture. In "Food Design and immersive food related experience" the idea of food preparation will be broadened and the creation of a dish will be considered as a synesthetic project that includes all the phases from preparation to tasting, including also spaces and environments dedicated to them (from the tools to prepare or eat a food to the atmosphere of the places where it is consumed).
Course Topics	The Food Design course provides students with a deep

	understanding of how product, recipe, and packaging shape and enhance a holistic culinary experience. By exploring fundamental concepts of product and packaging design – from brand strategy and material selection to communication and digital design – students acquire the knowledge necessary to develop a cohesive, market-ready food concept. The course also offers practical insights into the daily work of the design studio for food and packaging innovation, MILK, and presents case studies of successful food brands. These examples illustrate how food products and their packaging are not only carriers of taste but also key factors in brand perception, sustainability, and the creation of unique consumer experiences. By the end of the course, students will be able to present a complete concept for their own food product – including target group analysis, recipe development, brand identity, packaging design, digital presence, and communication strategy – and convincingly present it in a professional pitch deck.
Keywords	Food Design Packaging Design Brand Building Business Modells Presentation
Recommended Prerequisites	-
Propaedeutic Courses	None
Teaching Format	Lectures, practical exercises, in-person and online sessions.
Mandatory Attendance	No
Specific Educational Objectives and Learning Outcomes	-
Specific Educational Objectives and Learning Outcomes (additional info.)	Students understand how product, recipe, and packaging shape a holistic culinary experience. They are able to develop their own food concept including branding, packaging, and communication strategy, and present it professionally.
Assessment	Presentation of the student projects
Evaluation Criteria	- Quality of the concept - Visualization

	- Marketing - Presentation
Required Readings	101 Design Methods: 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation Why Shrinkwrap a Cucumber?: The Complete Guide to Environmental Packaging
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Industry, innovation and infrastructure, Life on land, Responsible consumption and production, Sustainable cities and communities