

CATALOG INFORMATION

Dept and Nbr: GD 59

Title: PACKAGE DESIGN

Full Title: Package Design Techniques

Last Reviewed: 2/10/2014

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.50	17.5	Lecture Scheduled	43.75
Minimum	3.00	Lab Scheduled	1.50	4	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 87.50

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**  
An intensive course designed to teach students how to use graphic design principles and skills to create three-dimensional packages.

**Prerequisites/Corequisites:**  
Course Completion of GD 51 and GD 52 and APGR 52B

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: An intensive course designed to teach students how to use graphic design principles and skills to create three-dimensional packages. (Grade Only)  
Prerequisites/Corequisites: Course Completion of GD 51 and GD 52 and APGR 52B  
Recommended:  
Limits on Enrollment:  
Transfer Credit: CSU;  
Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

**AS Degree:**      **Area**  
**CSU GE:**        **Transfer Area**

Effective:        Inactive:  
Effective:        Inactive:

**IGETC:**        **Transfer Area**

Effective:        Inactive:

**CSU Transfer:** Transferable      Effective:      Fall 2009      Inactive:      Fall 2014

**UC Transfer:**                      Effective:                      Inactive:

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of the course, students will be able to:

1. Apply principles of design and typography to practical package design projects.
2. Plan package design projects to print out on high-end digital printers.
3. Utilize digital color prints and hand building skills to create professional quality comprehensives.
4. Plan package design projects that can be printed in spot color, four-color process, and include specialty processes.
5. Apply FDA (Food & Drug Administration) requirements to packages.

### **Topics and Scope:**

1. Historical background of packaging
  - a. Development of food preservation
  - b. Creation of the box
2. Digital output and hand skills for creating package designs
3. Effectively communicating on a three-dimensional surface
  - a. Gestalt theory
  - b. Template design
  - c. Functional form
4. Building a mock-up that sells a concept to a client
5. Creating special processes in the design studio
6. Creating a two-dimensional template for a three-dimensional package
7. Creating effective wine packaging
8. Creating effective self-promotional packaging using parody
9. Creating packaging for music and gaming industry
10. Designing point of purchase displays
11. Exploring a career in package design

### **Assignment:**

1. 10 reading assignments of 10 to 15 pages each

2. 10 quizzes on reading assignments
3. Case study box to be created in class
4. Food packaging in the form of a box
5. Self-promotions using a parody of a popular package
6. Wine label design with special processes
7. Promotional CD packaging or packaging for a new video or computer game
8. Group Project: Packaging and identity for business or product (i.e. Hotel)

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.

Writing  
0 - 0%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

10 quizzes; Designs for effective communication on a 3D space

Problem solving  
25 - 40%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Packaging mock-ups: case study, food packaging; Self promotion parody; Wine label; CD/Video packaging; Business or product identity

Skill Demonstrations  
25 - 40%

**Exams:** All forms of formal testing, other than skill performance exams.

True false, multiple choice

Exams  
10 - 20%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Class participation

Other Category  
0 - 15%

### Representative Textbooks and Materials:

Exploring Package Design, Chuck Groth. Cengage Learning: 2006.