GD 145 Course Outline as of Fall 2019

CATALOG INFORMATION

Dept and Nbr: GD 145 Title: PACKAGE DESIGN
Full Title: Package Design
Last Reviewed: 9/24/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50 Total Student Learning Hours: 78.75

Title 5 Category:	AA Degree Applicable
Grading:	Grade or P/NP
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	

Catalog Description:
This course emphasizes the application of graphic design elements to various forms of package design. Students will learn how to use a variety of graphic tools, materials, and techniques to create three-dimensional package design that is innovative and functional. Each design solution is developed from the angle of project requirements, marketing and branding, audience appeal, and product needs. Areas of study will include the package design process, prototyping, material testing, crafting 3D models, brand awareness, container functionality and executing the final designs.

Prerequisites/Corequisites:
Course Completion of GD 51

Recommended Preparation:
Course Completion of GD 53

Limits on Enrollment:

Schedule of Classes Information:
Description: This course emphasizes the application of graphic design elements to various forms of package design. Students will learn how to use a variety of graphic tools, materials, and

techniques to create three-dimensional package design that is innovative and functional. Each design solution is developed from the angle of project requirements, marketing and branding, audience appeal, and product needs. Areas of study will include the package design process, prototyping, material testing, crafting 3D models, brand awareness, container functionality and executing the final designs. (Grade or P/NP)
Prerequisites/Corequisites: Course Completion of GD 51
Recommended: Course Completion of GD 53
Limits on Enrollment:
Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer:	Effective:	Inactive:
UC Transfer:	Effective:	Inactive:

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Interpret project requirements to created effective package solutions for a variety of design problems.
2. Execute designs for packaging from beginning to final printed piece.
3. Maintain brand integrity across multiple items in a product line.

Objectives:
Upon completion of the course, students will be able to:
1. Effectively gather all the information needed to fully understand the requirements of each project.
2. Physically build 3D mock-ups and prototypes with good craft to test the function and aesthetics of each design.
3. Design within the confines of existing brand standards.
4. Implement effective branding for a line of products.
5. Work with vendors to effectively produce final printed pieces.
6. Create 3D prototypes digitally.
7. Critique the design work of others.

Topics and Scope:

I. History of Package Design

II. Package Design Process
III. Creating Mock-Ups/Prototyping
    A. Usability
    B. Creating templates
    C. Selecting/testing materials
IV. Brand Positioning
    A. Brand promise
    B. Consistency
    C. Brand standards
    D. Product lines
V. Sustainability
VI. Legal
    A. Required labeling
    B. Regulations
VII. Storytelling
VIII. Printing
    A. Die lines
    B. Embedding assets
    C. Print specs
    D. Fold lines
IX. Targeting
    A. Market research
    B. Know your audience
X. File Management
    A. Specifications
    B. Print requirements
    C. File structure
XI. 3D Prototyping
XII. Packaging Types
    A. Labels
    B. Tags
        1. Sewn
        2. Paper
        3. Hanging
        4. Permanent
    C. Boxes/Containers
        1. Paper
        2. Plastic
        3. Wood
        4. Metal
    D. Wraps

Assignment:

1. Problem solving assignments reinforcing weekly lectures (1 - 16), such as:
    a. Creating mock-ups using a variety of materials for a variety of container types
    b. Create a package solution that is strong enough to protect an egg when dropped
    c. Interviewing vendors about file set-up, specifications, and print requirements for a variety of container types
    d. Creating 3D digital prototypes for a variety of container types
    e. Collecting and analyzing the design effectiveness of existing packages
    f. Create a package design solution that is structurally secure for heavy weight products

2. Design projects executed from beginning to final printed piece (1 - 4), such as:
   a. Design packaging to create effective brand positioning for a line of products
   b. Create a POP display for an existing product line
   c. Create a package design solution for products that will be sold and distributed online only
   d. Partner project designing package solutions for products of their choice
3. In class critiques and discussions
4. Weekly reading provided by the instructor (1 - 50 pages)

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 problem solving assessments and 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.

Assignments and/or exercises that reinforce topics covered in weekly lectures	Problem solving 20 - 40%

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

Design projects executed from beginning to final printed piece	Skill Demonstrations 40 - 60%

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

None	Exams 0 - 0%

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

Class participation, attendance, discussions and critiques	Other Category 10 - 25%

Representative Textbooks and Materials:
Instructor prepared materials

Package Design Workbook: The Art and Science of Successful Packaging. DuPuis, Steven and Silva, John. Rockport Publishers. 2011 (classic)