VCGD-2431: PACKAGE DESIGN

Cuyahoga Community College

Viewing: VCGD-2431 : Package Design
Board of Trustees:
December 2022

Academic Term:
Fall 2023

Subject Code
VCGD - VC-Graphic Design

Course Number:
2431

Title:
Package Design

Catalog Description:
Comprehensive package design course from initial concept to presentation of package mock-ups. Conceptual thinking and problem solving using typography, color and images on folded, soft packaging, and rigid packaging. Methods, materials, practical and production considerations involved in packaging design as well as environmental issues in relation to green or sustainable package design.

Credit Hour(s):
3

Lecture Hour(s):
2
Lab Hour(s):
3

Requisites

Prerequisite and Corequisite
VC-2301 Graphic Design and Illustration or concurrent enrollment.

Outcomes
Course Outcome(s):
Examine package design substrates for design considerations, use in the industry, sustainability, recycling and a cradle to cradle process.

Essential Learning Outcome Mapping:
Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.

Objective(s):
a. Discuss the need to use renewable and sustainable materials in the design of packaging.
b. Examine environmental, green and sustainable issues in the package design industry.
c. Identify and utilize the methods, materials, and production considerations involved in package design.
d. Define sustainable packaging industry terminology.

Course Outcome(s):
Design and create various types of packages, utilizing both traditional and computer based techniques and skills, in accordance with specified parameters to meet needs of identified market.

Objective(s):
a. Discuss package design and materials in the marketplace.
b. Apply the 2-dimensional and 3-dimensional design elements and principles involved in package design.
c. Apply the traditional and computer knowledge and skills necessary to create package designs for presentation and production.
d. Construct packaging mockups and models.
e. Coordinate packaging production processes and techniques.
f. Design packaging for a specific market.
g. Define packaging industry terminology.

Methods of Evaluation:
a. Written research and report assignments
b. Design assignments
c. Presentations
d. Final exam

Course Content Outline:
a. Survey of packaging
   i. Basics of package design
     1. Industry trends
     2. Special terminology
   ii. Packaging as a product itself
     1. In the marketplace
     2. The psychology of packaging
     3. Industry regulations and requirements
   iii. Kinds of packaging
     1. Folded carton
     2. Rigid packaging
     3. Corrugated carton, flutes, krafts, and overlays
     4. Flexible packaging
     5. Blister packs
     6. Miscellaneous
   iv. Materials for packaging
     1. Boards
     2. Papers
     3. Glass
     4. Plastic
     5. Metal
     6. Transparent films
     7. Finishes
   v. Production
b. Package design and layout
   i. Basic structure of the package
   ii. Package design formats
   iii. Problems unique to folding carton design
   iv. Problems unique to rigid box design
   v. Problems unique to miscellaneous packaging design
   vi. Production
c. Skills and procedures
   i. Design process for packaging
     1. Research
     2. Brainstorming initial concepts
     3. Refinement of concepts
   ii. Use of skills and materials in the production of package design prototypes
d. Applied package design practices and assignments
   i. Sequential developmental exercises and assignments
   ii. Designing and creating a folded carton within specific parameters

iii. Designing and creating a flexible package within specific parameters
iv. Designing and creating a rigid package within specific parameters
v. Designing and creating a retail label line look for a package item
vi. Creating the final production art with specific reproduction requirements and measurements.

Resources

Landa, Robin. *Graphic Design Solutions*. 6th. Boston, MA: Cengage, 2019.

Jackson, Paul. *Structural Packaging: Design Your Own Boxes and 3D Forms*. London, UK: Laurence King Publishing Ltd., 2012.

DuPuis, Steven and Silva, John. *Package Design Workbook: The Art and Science of Successful Packaging*. Beverly, MA:Rockport Publishers, Inc., 2011.

Siems, Paul. *Disruptive Package Design*. 1st. BookBaby, 2022.

Resources Other
thedieline.com
lovelypackage.com
packagedesignmag.com
storyofstuff.org
sustainablepackaging.org

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