

# PK: Packaging Design

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## **PK 211 — Introduction to Packaging Design**

1.5 credits; 3 lab hours

An introduction to the field of packaging design, covering branding, graphics, materials, technology, and typography. This studio course focuses on design phases from concept to three-dimensional comprehensives, and includes field trips and guest lecturers.

## **PK 212 — Foundation in Three-Dimensional Design for Consumer Packaging**

2 credits; 1 lecture and 2 lab hours

With a focus on three-dimensional conceptual design, students learn the basics of how packaging design professionals create innovative forms that have visual impact within the retail area. They experiment with a variety of packaging materials, as well as recycled and sustainable solutions.

## **PK 216 — Foundation in Packaging Design**

2 credits; 1 lecture and 2 lab hours

This course introduces the fundamentals of packaging design. Lectures and design assignments provide students with the opportunity to understand and explore packaging design principles as they apply to the marketing of consumer brands.

Prerequisite(s): CD 215, and CD 232, and (for two-year Communication Design Foundation students) CD 273

Co-requisite(s): (for one-year Communication Design Foundation students) AD 216.

## **PK 301 — Packaging Design for Home Products**

2 credits; 1 lecture and 2 lab hours

Students learn about packaging/brand design specific to home products retailing: brand identity, packaging design systems, and brand design applications throughout the retail environment. The creative process of design and strategic analysis of packaging as a marketing and merchandising tool is explored.

## **PK 302 — Packaging Design for Cosmetics and Fragrance Marketing**

2 credits; 1 lecture and 2 lab hours

For Cosmetics and Fragrance Marketing students. This hands-on course introduces the principles of packaging design for cosmetics and fragrance products. Students learn about brand identity, packaging design systems, materials, and the relationship between packaging and cosmetic and fragrance retailing.

Prerequisite(s): CM 311 and CM 341.

## **PK 303 — Packaging Design for Accessories Design**

2 credits; 1 lecture and 2 lab hours

The packaging and brand design of accessory products is introduced. Through design projects, students learn about brand identity, packaging design systems, the variety of packaging materials, and how packaging affects the product at retail. Guest lecturers discuss how designers create brand identities, develop concepts, make design decisions, and oversee production.

## **PK 313 — Advanced Packaging Design I**

4 credits; 2 lecture and 4 lab hours

Students learn all aspects of packaging/brand design for food and beverage consumer products. Emphasis is on the packaging/brand design creative process and the application of creative solutions to meet strategic objectives.

Prerequisite(s): PK 211

Co-requisite(s): PK 324 and PK 341.

### **PK 315 — Digital Prepress for Packaging Design**

2 credits; 1 lecture and 2 lab hours

This course introduces students to digital mechanical art creation specifically for packaging design. Students learn file management, printing methods, color processes, packaging substrates, and how a packaging design moves from design approval to mechanical art creation.

### **PK 316 — Advanced Packaging Design II**

3.5 credits; 1 lecture and 5 lab hours

Provides an advanced approach to packaging and brand design with specific examination into distinct consumer product categories. Emphasis is placed on targeting consumer markets by developing integrated brand design systems that incorporate graphics and structures.

Prerequisite(s): PK 313.

### **PK 317 — Packaging Design Process**

3 credits; 3 lecture hours

This lecture-based course examines the packaging design process as the means by which marketing strategy and the goal of putting the packaged product into the hands of consumers is translated. Emphasis is placed on all aspects of how a clear and effective design process is the essential foundation to meeting the goal of developing packaging designs that are effective sales tools. Co-Requisite(s): PK 318.

### **PK 318 — Packaging Design Studio I**

3 credits; 6 lab hours

The studio environment is central to an education in packaging design. Students explore the packaging design methodology and discover techniques and approaches that form their individual design process. They demonstrate knowledge gathered in their fifth semester courses and utilize the studio method of learning. Co-Requisite(s): PK 317.

### **PK 319 — Packaging Design Studio II**

3 credits; 3 lecture hours

This studio course explores strategic thinking as it applies to brand packaging design across consumer product categories. Working collaboratively with designers, clients and creative resources is an essential aspect of the design studio environment. Gathering and evaluating information, developing strategies, and implementation are all aspects of the design-planning model applied in this studio.

Corequisite(s): PK 354.

### **PK 324 — Packaging Brand Development**

2 credits; 1 lecture and 2 lab hours

Through hands-on exploration of the brand design development from design strategy, typographic identity to concept development, students learn to conceptualize and implement the branding process quickly and effectively.

Co-requisite(s): PK 313.

### **PK 325 — Typography for Brand Packaging**

2 credits; 1 lecture and 2 lab hours

This course is designed to explore all aspects of creative typographic design for brand packaging design. Through assignments, exercises, and lectures, students develop an understanding of how professional designers develop and apply brand identities. Students explore how typographic decision-making and design strategies affect the application of typography for brand packaging design.

Co-requisite(s): PK 317.

### **PK 326 — Packaging Design Interdisciplinary Projects**

1.5 credits; 3 lab hours

This course offers students the opportunity to work on a diverse array of brand packaging designs for a range of integrated, market-driven assignments. Interdisciplinary teams made up of packaging design students, students in related majors, and industry representatives work together to develop an understanding of the various roles and responsibilities in designing and marketing consumer brands.

Prerequisite(s): PK 313.

### **PK 331 — Flexible Packaging**

3 credits; 6 lab hours

Provides the student with the wide variety of flexible packaging design materials available for today's designer. New technologies and materials are analyzed with the focus on strategic branding issues as product lines are developed.

### **PK 336 — Packaging Materials and Methods**

2 credits; 1 lecture and 2 lab hours

An introduction to the technology and production processes integral to the packaging design of consumer products, including beverages, cosmetics, food, fragrance, household care, personal care, and pharmaceuticals. Through design assignments, students develop an understanding of packaging materials and the technological and production processes that define packaging design. Co-requisite(s): PK 313.

### **PK 341 — Computer Graphics for Packaging Design**

2 credits; 1 lecture and 2 lab hours

Through hands-on interaction, students learn technology as a packaging design tool. Students learn the intricacies of various software tools as they are utilized in packaging design. Students create a die, utilizing the toolbox, plug-in resources, application of scanned and designed images, and understanding color output as tools in the development of two- and three-dimensional packaging designs.

### **PK 342 — Advanced Computer Graphics for Packaging Design**

2 credits; 1 lecture and 2 lab hours

A hands-on studio using an advanced approach to current software programs to master the use of layers, create composites, customize tools, understand color and contrast adjustment, create convincing 3D images, apply gradients, adjust effects, and transform art in order to achieve the best output of packaging design comprehensives.

Prerequisite(s): PK 341

Co-requisite(s): PK 354.

### **PK 343 — Explorations in 3D for Packaging Design**

3 credits; 6 lab hours

This course challenges students to consider the transition of taking two-dimensional design explorations into a three-dimensional representation. Experimentation with materials, methods and technology are key components of this studio course.

### **PK 352 — Foundation in Sustainable Packaging Design**

3 credits; 3 lecture hours

This course examines sustainability from its beginnings in the modern green movement to the triple bottom line of environmental, economic, and social issues. Students study the development of packaging design, and research rapidly changing sustainability standards and guidelines coming from industry, NGOs, and government.

### **PK 353 — Systems Thinking in Sustainable Packaging Design**

3 credits; 3 lecture hours

This course introduces systemic thinking and builds on industry guidelines and definitions. Students learn to measure a package's environmental footprint, are introduced to the cradle-to-cradle concept, and learn how to use the prevailing tools in Life Cycle Assessment (LCA).

### **PK 354 — Packaging Design Strategy**

3 credits; 3 lecture hours

Students learn how the formulation and development of ideas takes shape from the foundation of research, exploration and investigation, and how the formation of a packaging design strategy can achieve visual problem-solving goals. They learn how a clearly articulated and defined strategy facilitates the design process and serves the objective of a successful packaging design.

Corequisite(s): PK 319.

### **PK 361 — Packaging Design: Global Perspectives**

3 credits; 3 lecture hours

Students experience the business of branding and packaging design in Europe through on-site lectures, seminars, tours, presentations at design consultancies, manufacturers, marketers, museums, suppliers and retailers. They learn the design process, profession, marketing, and retailing from an international perspective.

### **PK 403 — Packaging for the Toy Designer**

2 credits; 1 lecture and 2 lab hours

Emphasizes conceptual and mechanical toy packaging development, introducing students to types of packaging and constructions used in the toy industry. Environmental and safety issues are considered in addition to study of marketing, trends, and consumer motivation.

Prerequisite(s): all seventh-semester Toy Design courses or approval of chairperson.

### **PK 412 — Advanced Packaging Design III**

3.5 credits; 1 lecture and 5 lab hours

Students work in design teams and through extensive research, design analysis, and problem solving, apply professional strategies in resolving packaging and brand design assignments. Students are directed to demonstrate advanced concept development and execution skills, meeting clear strategic objectives and showing an understanding of the retail environment in which the brand competes.

Prerequisite(s): PK 316.

### **PK 413 — Sustainable Packaging Design Development**

3 credits; 6 lab hours

In this course, students learn how designers apply best practices in design excellence and innovation to create smart, well-designed and professionally executed packaging design systems. They are assigned roles and work individually and in teams to follow realistic design objectives and experience constraints including project structure, timing and budget.

### **PK 418 — Packaging Design Studio III**

3 credits; 6 lab hours

In this course, students learn how designers apply best practices in design excellence and innovation to create smart, well-designed and professionally executed packaging design systems. They are assigned roles and work individually and in teams to follow realistic design objectives and experience constraints including project structure, timing and budget.

Corequisite(s): PK 463.

### **PK 426 — 3D Concepts for Packaging Design**

1.5 credits; 3 lab hours

An advanced approach to composition and structural design skills to create three-dimensional models for packaging design. The course focuses on the issues and problems that arise in the transition between two-dimensional design explorations and three-dimensional representations. Co-requisite(s): PK 412.

### **PK 427 — Packaging Design Portfolio Preparation**

3 credits; 6 lab hours

This capstone course is designed for students majoring in Packaging Design to successfully prepare, plan, design and consider their own professional goals and objectives. Career options, resume and portfolio preparation and design projects to broaden and enhance the portfolio are covered.

### **PK 431 — Sustainable Packaging Design**

1.5 credits; 3 lab hours

Students learn the fundamentals of sustainable design for brand packaging design, including environmental and social issues, industry terminology, characteristics of various sustainable materials, life cycle analysis, understanding the sustainable packaging scorecard, and how to apply this knowledge to create positive change.

Co-requisite(s): PK 412.

### **PK 432 — Materials, Technologies, and Production in Sustainable Packaging Design**

2.5 credits; 2 lecture and 1 lab hours

Students study and assess current and emerging materials from a sustainability perspective, and review the positive and negative properties of plastics, paperboard and other fibers, metal, glass, and hybrids. They analyze consumer perceptions of various materials, and study manufacturing technologies and the evaluation of printing, production, and finishing processes.

Prerequisite(s): PK 352 and PK 353.

### **PK 451 — Survey of Packaging Design**

2 credits; 2 lecture hours

The global, historical, and social aspects of the packaging and brand design industry are researched and analyzed, with an emphasis on current professional practice and methodology.

Prerequisite(s): PK 316

Co-requisite(s): PK 412.

### **PK 461 — Packaging Portfolio Development**

2.5 credits; 1 lecture and 3 lab hours

Students refine their portfolios to a highly professional level and develop marketable tools in preparation for career placement. Establishing action plans, setting career goals, and managing the professional portfolio development process are among the skills and concepts presented.

Prerequisite(s): completion of all seventh-semester Packaging Design courses.

### **PK 462 — Case Studies in Sustainable Packaging Design**

2.5 credits; 2 lecture and 1 lab hours

This course examines the integration of sustainable best practices and how innovation is driven by success and failure in the marketplace. Industry professionals present case studies of complex packaging problems with innovative design solutions reflecting partnerships between designers, manufacturers, retailers, and consumers.

Prerequisite(s): PK 432.

### **PK 463 — Packaging Design for Professional Practice**

3 credits; 3 lecture hours

In this course, students gain an understanding of the competitive business processes associated with designing consumer brands. The roles and responsibilities of packaging design professionals in the context of the global consumer product goods (CPG) industry is covered. Students gain an understanding of the business of packaging design from the perspective of industry leaders and practitioners, and are prepared for practice.

Corequisite(s): PK 418.

### **PK 491 — Internship**

3 credits

An unsalaried 14-week internship with a design firm with a minimum of 123 hours at the worksite and 12 hours on campus. Completion of a daily diary, a written report on the experience, and a portfolio of work are required.

### **PK 492 — Senior Projects in Packaging Design**

2 credits; 1 lecture and 2 lab hours

This capstone course offers senior-level students the opportunity to research and develop design projects in a specific area within the packaging/brand design profession. Two final design projects, demonstrating strategic objectives, creative abilities, knowledge of packaging materials, and presentation skills, are developed for completion of the portfolio.

Prerequisite(s): PK 412

Co-requisite(s): PK 461 and PK 491.

### **PK 494 — Capstone Project in Sustainable Packaging Design**

1.5 credits; 3 lab hours

Complex packaging design challenges are presented as problems to be solved, with real-world objectives and constraints. Students integrate sustainability as a fundamental part of the creative process--from concept to production, distribution to the shelf, and the end of life of the package. Prerequisite(s): PK 432.

### **PK 499 — Independent Study in Packaging Design**

1-3 credit

Prerequisite(s): a minimum 3.5 GPA and approval of instructor, chairperson, and dean for Art and Design.