

Packaging Design BFA Degree Program

School of Art and Design

Applications accepted for fall only. NYSED: 00669 HEGIS 1009

The Packaging Design BFA program prepares students to work as creatives at global brand design agencies, in-house design departments with consumer products companies and across the array of brand-related industries. The curriculum includes the design process, brand strategy, brand identity for consumer products, design realization and production, sustainability and digital tools. Curriculum below is for the entering class of Fall 2019.

| Semester 5 | | Credits |
|----------------------------------|--|----------------|
| MAJOR AREA | PK 317 - Packaging Design Process | 3 |
| | PK 318 - Packaging Design Studio I | 3 |
| | PK 325 - Typography for Brand Packaging | 2 |
| | PK 341 - Computer Graphics for Packaging Design | 2 |
| LIBERAL ARTS | choice - see Art History (G9)* | 3 |
| | choice - see EN choices* | 3 |
| Semester 6 | | |
| MAJOR AREA | PK 319 - Packaging Design Studio II | 3 |
| | PK 342 - Advanced Computer Graphics for Packaging Design | 2 |
| | PK 343 - Explorations in 3D for Packaging Design | 2 |
| | PK 354 - Packaging Design Strategy | 3 |
| RELATED AREA | choice - see Related Area Electives** | 2 |
| LIBERAL ARTS | choice - see Requirements* | 3 |
| Semester 7 | | |
| MAJOR AREA | PK 315 - Digital Prepress for Packaging Design | 2 |
| | PK 418 - Packaging Design Studio III | 3 |
| | PK 431 - Sustainable Packaging Design | 2 |
| | PK 463 - Packaging Design for Professional Practice | 3 |
| RELATED AREA | choice - see Related Area Electives** | 2 |
| LIBERAL ARTS | choice - see Art History* | 3 |
| Semester 8 | | |
| MAJOR AREA | PK 491 - Internship | 3 |
| | PK 427 - Packaging Design Portfolio Preparation | 3 |
| RELATED AREA | choice - see Related Area Elective** | 2 |
| LIBERAL ARTS | choice - see Requirements* | 6 |
| ELECTIVE | choice - General Elective | 2 |
| TOTAL CREDIT REQUIREMENTS | | |
| | MAJOR AREA | 36 |
| | RELATED AREA | 6 |
| | LIBERAL ARTS | 18 |
| | ELECTIVE | 2 |
| | Total Credits: | 62 |

Fall 2019 Requirements: see below

***Liberal Arts and Art History: 18 credits**

- **English: 3 credits.** CHOICE of EN 266, EN 322, EN 325, EN 361, EN 362, EN 363, or EN 364
- **History of Art: 6 credits.** CHOICE of one (1) HA course that meets General Education Other World Civilizations requirement (G9) and one (1) additional HA course. See the full list of Art/ Design History courses under HA: History of Art and Civilization.
- **Liberal Arts electives: 9 credits.** Select Liberal Arts courses (for which prerequisites have been met) from the following subject areas: **AB** (Arabic), **CH** (Chinese), **EN** (English), **FI** (Film & Media) - any FI course other than FI 205, 261, 361, 362, 461, and 462, **FR** (French), **HA** (History of Art), **HE** (Health Education) 201, 301, **IT** (Italian), **JA** (Japanese), **MU** (Music), **HI** (History), **MA** (Math), **MC** (Modern Languages & Cultures), **PE** (Physical Education & Dance) 215, 216, 217, **PL** (Philosophy), **PO** (Portuguese), **SC** (Science), **SP** (Spanish), and **SS** (Social Science).

****Related Area Electives: 6 credits**

CHOICE of elective courses (for which prerequisites have been met) totaling 6 credits in Advertising Design (AD), Advertising and Marketing Communications (AC), Animation, Interactive Media & Game Design (CG), Creative Technologies (CT), Graphic Design (GD), Illustration (IL), Interior Design (ID), Photography (PH), Toy Design (TY), and Visual Presentation and Exhibition Design (DE and VP).