

# 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.

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 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 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 317 — 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 — Design Process Studio**

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 — Strategic Design Studio**

3 credits; 6 lab 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 354.

### **PK 325 — Brand Identity Design for Consumer Products**

2 credits; 1 lecture and 2 lab hours

This course is designed to explore all aspects of brand identity design for consumer products. 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 communication of the brand identity.

Corequisite(s): PK 317.

### **PK 341 — Digital Tools I**

2 credits; 1 lecture and 2 lab hours

Through hands-on interaction, students learn the digital tools used to develop brand packaging designs. Students utilizing the toolbox, plug-in resources, application of scanned and designed images. Students learn the tools and techniques to create designs that communicate the brand, stand out in the marketplace, capture customers but also meet specifications.

Corequisite(s): PK 318.

### **PK 342 — Digital Tools II**

2 credits; 1 lecture and 2 lab hours

An advanced studio to utilize an advanced approach to master the digital design tools for packaging design. Students are pushed to unleash creativity and transform design concepts into powerful communication vehicles for a brand.

Prerequisite(s): PK 341

Co-requisite(s): PK 354.

### **PK 343 — Explorations in 3D**

2 credits; 4 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.

Corequisite(s): PK 319.

### **PK 354 — Design Strategy**

3 credits; 3 lecture hours

Students learn how brands take shape from the foundation of research, exploration, investigation, to an understanding the consumer mindset and retail/etail challenges. The varied complexities in the formation of a design strategy are explored. Students experience and apply the professional tools and techniques used in the decision making process.

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 413 — Sustainable Packaging Design Development**

3 credits; 6 lab hours

In this studio course, students are actively engaged in applying research and knowledge on the complex issues of sustainable packaging design. Using industry guidelines, systems thinking, and a strategic design approach, designers will be able to make sustainable decisions on materials choices and production methodologies with the tools to address environmental considerations in a creative, responsible, and economical way.

### **PK 418 — Experiential Brand Design Studio**

3 credits; 6 lab hours

Students explore experiential brand design as a cross-media activity that encourages interaction and direct physical immersion into a brand. The designers apply best practices and innovation and work individually and in teams to follow realistic design objectives to translate campaigns and/or new products into interactive experiences for consumers.

### **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.

### **PK 427 — Designer's Portfolio**

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**

2 credits; 1 lecture and 2 lab hours

Students learn the fundamentals of sustainable design for brand packaging design, including best practices, environmental and social issues, industry terminology, characteristics of sustainable materials, life cycle analysis, the packaging scorecard and the myriad of materials, technologies, guidelines and regulations. The application of this knowledge is applied to create positive change.

### **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.

**PK 463 — Professional Practice**

3 credits; 3 lecture hours

In this course, students gain an understanding of the diverse roles, responsibilities, opportunities, and environments across the consumer product goods (CPG) profession. The goal of this course is to broaden the student's understanding of the business of design for global consumer brands from the perspective of global industry leaders and for the student to gain a sense of their place in this profession.

Corequisite(s): PK 418.

**PK 491 — Internship**

3 credits

An unsalaried 14-week internship with a design firm or for an in-house corporate design team 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.

Corequisite(s): PK 427.

**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.