

Packaging Design BFA Degree Program

School of Art and Design

Applications accepted for fall only. NYSED: 00669 CIP: 50.0404

The major in Packaging Design prepares students for careers across a wide array of creative roles, including designer and strategist within the global consumer brand and packaging design profession. The curriculum includes design thinking, brand strategy, brand identity for consumer products, design realization, sustainability, professional practice, and portfolio development, all focused on utilizing design to improve consumer experiences and enhance people's lives. Students gain experience through a required internship. Curriculum below is for the entering class of fall 2021.

Semester 5		Credits	RELATED AREA	6
MAJOR AREA	PK 317 - Design Process	3	LIBERAL ARTS	18
	PK 318 - Design Process Studio	3	ELECTIVE	2
	PK 325 - Brand Identity Design for Consumer Products	2	Total Credits:	62
	PK 341 - Digital Tools I	2		
RELATED AREA	CT 303 - Dynamic Branding	2		
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/English	3		
Semester 6				
MAJOR AREA	PK 319 - Strategic Design Studio	3		
	PK 342 - Digital Tools II	2		
	PK 343 - Explorations in 3D	2		
	PK 354 - Design Strategy	3		
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/History of Art G9	3		
	choice - see Requirements*	3		
Semester 7				
MAJOR AREA	PK 315 - Digital Prepress for Packaging Design	2		
	PK 418 - Experiential Brand Design Studio	3		
	PK 431 - Sustainable Packaging Design	2		
	PK 463 - Professional Practice	3		
RELATED AREA	choice - see Requirements*: Related Area Elective(s)	2		
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/History of Art	3		
Semester 8				
MAJOR AREA	PK 427 - Designer's Portfolio	3		
	PK 491 - Internship	3		
RELATED AREA	choice - see Requirements*: Related Area Elective(s)	2		
LIBERAL ARTS	choice - see Requirements*	6		
ELECTIVE	choice - General Elective	2		
TOTAL CREDIT REQUIREMENTS				
	MAJOR AREA	36		

***Fall 2021 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 the 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 Elective(s): 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 and Media

Studies); **FR** (French); **HA** (History of Art); **HE** (Health Education) 201, 301;

IT (Italian); **JA** (Japanese); **MU** (Music); **HI** (History); **MA** (Math); **MC** (Modern Languages and Cultures); **PE** (Physical Education and Dance) 215, 216,

217; **PL** (Philosophy); **PO** (Portuguese); **SC** (Science); **SP** (Spanish); and **SS** (Social Sciences).

Related Area Elective(s): 4 credits.

CHOICE of elective courses (for which prerequisites have been met) totaling 4 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).

Upon completion of the Packaging Design BFA Program, students will be able to:

1. Employ research and problem-solving methodology that apply analytical, critical, and strategic thinking skills.
2. Utilize a design process that takes into consideration packaging design principles, innovation, creativity, and sustainability.
3. Apply advanced design and technological abilities.

4. Create design solutions that exemplify packaging design effectiveness in diverse consumer brand platforms.
5. Apply oral and written abilities across all aspects of brand communication (presentation, portfolio and design projects) and business communications.