

# Packaging Design BFA Degree Program

<http://fitnyc.edu/packagingdesign>

## 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 2024.

Semester 5		Credits	MAJOR AREA		36
MAJOR	PK 317 - Design Process	3	RELATED AREA		7
AREA			LIBERAL ARTS		18
	PK 318 - Design Process Studio	3	ELECTIVE		2
	PK 325 - Brand Identity Design for Consumer Products	2	<b>Total Credits:</b>		<b>63</b>
	PK 341 - Digital Tools I	2			
RELATED	CT 332 - Motion Graphics for Designers	3			
AREA					
LIBERAL	choice - see Requirements*: Liberal	3			
ARTS	Arts/English				
Semester 6					
MAJOR	PK 319 - Strategic Design Studio	3			
AREA					
	PK 342 - Digital Tools II	2			
	PK 343 - Explorations in 3D	2			
	PK 354 - Design Strategy	3			
LIBERAL	choice - see Requirements*: Liberal	3			
ARTS	Arts/History of Art G9				
	choice - see Requirements*	3			
Semester 7					
MAJOR	PK 315 - Digital Prepress for Packaging Design	2			
AREA					
	PK 418 - Experiential Brand Design Studio	3			
	PK 431 - Sustainable Packaging Design	2			
	PK 463 - Professional Practice	3			
RELATED	choice - see Requirements*: Related	2			
AREA	Area Elective(s)				
LIBERAL	choice - see Requirements*: Liberal	3			
ARTS	Arts/History of Art				
Semester 8					
MAJOR	PK 427 - Designer's Portfolio	3			
AREA					
	PK 491 - Internship	3			
RELATED	choice - see Requirements*: Related	2			
AREA	Area Elective(s)				
LIBERAL	choice - see Requirements*	6			
ARTS					
ELECTIVE	choice - General Elective	2			
TOTAL CREDIT REQUIREMENTS					

**\*Fall 2024 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 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) HE 201, HE 301; IT (Italian); JA (Japanese); HI (History); MA (Math); MC (Modern Languages and Cultures); MU (Music); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); SC (Science); SP (Spanish); and SS (Social Sciences). See Liberal Arts Courses.

**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 Spatial Experience Design (DE and VP).

### **OVERALL BACHELOR'S DEGREE REQUIREMENTS**

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements.

This structure includes the following overall bachelor's degree graduation requirements:

- 120–126 total earned credits
- 30 credits in General Education credits approved by the State University of New York (SUNY)

### **BFA degrees NASAD and New York State guidelines:**

- 12 credits art/design history
- 30 credits in Liberal Arts/General Studies
- 78–84 credits in major and related area, including a minimum of 24 credits in 300- to 400-level major and related area coursework

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.