

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 2025.

Semester 5		Credits		
MAJOR AREA	PK 317 - Design Process	3	MAJOR AREA	36
	PK 318 - Design Process Studio	3	RELATED AREA	7
	PK 325 - Brand Identity Design for Consumer Products	2	LIBERAL ARTS	18
	PK 341 - Digital Tools I	2	ELECTIVE	2
RELATED AREA	CT 332 - Motion Graphics for Designers	3	Total Credits:	63
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				

Fall 2025 Requirements: See below.

Liberal Arts and Sciences Course Content Requirements
(24 AAS credits* + 18 BFA credits = 42 credits total)

- **English: 9 credits.**
 - EN 131* (or EN 121 transferred or taken prior to Fall 2024) (meets G1)
 - CHOICE any 200- or 300-level EN literature or speech course*
 - CHOICE of EN 266, EN 322, EN 325, EN 361, EN 362, EN 363, or EN 364
- **History of Art: 12 credits.**
 - 3 credits CHOICE of one (1) HA course that meets General Education Other World Civilizations requirement (meets G9)
 - 9 credits CHOICE of (3) additional courses (See the full list of Art/ Design History courses under HA: History of Art and Civilization. (meets G7)*)
- **Mathematics: 3 credits.**
 - CHOICE of any MA that meets SUNY G2*
- **Natural Science: 3 credits.**
 - CHOICE of any SC that meets SUNY G3*
- **General Education: 6 credits.** CHOICE of two (2) courses to meet two (2) different SUNY General Education Areas:
 - Social Sciences (G4)
 - Western Civilization (G5)
 - Arts (G6)
 - Foreign Language (G8)
 - American History (G10)

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); EC (Economics); 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); PC (Political Science); PE (Physical

Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); PY (Psychology); SC (Science); SO (Sociology); 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 and 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).

****Credits from AAS will apply as appropriate***

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements. For more information, please see Requirements for Degree Completion.

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.