University of Arkansas - Fort Smith
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General Syllabus

GRDS 3603 Packaging Design

Credit Hours: 3 Lecture Hours: 2 Studio Hours: 4

Prerequisite(s): GRDS 2103 Advanced Typography, GRDS 2243 Digital Illustration, GRDS 2253 Interactive Design, GRDS 2303 Graphic Design, GRDS 2343 Print and Publication Design, or consent of instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Introduces projects and issues involved in packaging design, employing various design solutions to solve three-dimensional problems. The creation of thumbnails and computer comps are covered as well as product packaging, point-of-purchase displays, and trade show booth design. Projects involve collaboration, problem solving, and deadlines.

B. Additional Information

Packaging Design is a studio course meeting two days a week, three hours per meeting. It is designed to introduce the student to graphic design issues as they relate to the design and creation of packaging and small environmental design spaces. Assignments are based on design concerns related to the production of solutions to three-dimensional design problems. Studio assignments are given and are accompanied by individual assistance. This course is considered important as advanced work for the graphic design program and is a prerequisite for GRDS 4313 Identity Design. Some drawing, design, color, typography, software, and production skills are required.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Fluently discuss terms and issues concerning various purposes/roles of packaging.

2. Apply design and aesthetic principles with regard to package design.
3. Utilize various materials and discuss their uses in packaging.
4. Explain methods and issues concerning retail and wholesale packaging, including governmental regulations and ecological considerations with regard to packaging.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking

Students will identify a problem or issue. They will research, evaluate, and compare information from varying sources in order to evaluate authority, accuracy, recency, and bias relevant to the problems/issues. Students will assess and justify the solutions and/or analysis.

Quantitative Reasoning

Students will assign and use numbers, read and analyze data, create models, draw inferences, and support conclusions based on sound mathematical reasoning. Based on sound mathematical reasoning, students will apply appropriate mathematical/statistical models to solve problems. Students will represent mathematical/statistical information symbolically, visually, numerically and verbally and will interpret models and data in order to draw inferences.

Communication Skills (written and oral)

Students will compose coherent documents appropriate to the intended audience.

III. Major Course Topics

A. Various purposes/roles of packaging (information, protection and advertising)
B. Design and aesthetic issues of packaging
C. Materials used in packaging
D. Retail and wholesale packaging
E. Governmental regulations and ecological considerations to packaging