



Course Description

GRA2545C | Package Design | 4.00 credits

The student will create package designs for use in retail sales, merchandising, and point-of-purchase in this introductory-level course. Assignments are designed to emulate real-world projects, including package construction, design, illustration, and typography, leading to portfolio-ready projects. Prerequisites: GRA2151C.

Course Competencies:

Competency 1: The student will examine the purposes and requirements for package designs by:

1. Analyzing various materials and techniques used to package goods for the market
2. Applying techniques for using graphic designs on packages
3. Analyzing graphic design's purposes and aesthetics as they are applied to packaged goods for the market

Competency 2: The student will design and create various package designs for market products by:

1. Brainstorming and sketching ideas for package shapes, considering their subject matter, target audience, and placement on the market shelf
2. Selecting and drawing a template for die-cutting and production of the package
3. Designing and creating a box that displays its contents creatively through a window
4. Designing and creating cylindrical containers
5. Designing and creating the artwork for the package
6. Cutting and assembling a print output for the package

Competency 3: The student will design, create, and present a point-of-purchase display and visual identity system by:

1. Selecting and drawing a template for die-cutting and production of the point-of-purchase display and all its contents
2. Designing and creating the artwork for the point-of-purchase display
3. Cutting and assembling a print output for the point-of-purchase display
4. Presenting the point-of-purchase display, demonstrating critical thinking abilities, professional project presentation skills, and the ability to communicate their creative thought processes

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities