SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-23
Syllabus Statements

I. CATALOG DESCRIPTION

Course Number:	GDMA1460
Course Title:	3-D Package Design
Prerequisite(s):	GDMA1455
Catalog Description:	In this course, students begin with an analysis of contemporary packaging and address the functional and aesthetic requirement of 3D package design. Production/technical requirements are also examined. Students will explore the creative potential for application of a diverse range of mediums and materials. An emphasis will be placed on function and craft (execution).
Credit Hours:	2.5
Class Hours:	15
Lab Hours:	68
Total Contact Hours:	83

II. COURSE OBJECTIVES: *Course will:*

A. Thoroughly examine considerations that go into constructing a dieline/package, creating a label and package for a product, and discuss the importance of craftsmanship in the construction, documentation, and digital compositing of package design mock-ups.
B. Research and discuss legal requirements on package design.
C. Discuss and examine the considerations for creating packaging for non-English speaking/international clients.
D. Require students to research and demonstrate their understanding of packaging by writing a creative brief and pitch concept for projects.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A. Student Learning Outcomes: *Student will be able to:*
  1. Demonstrate their understanding of how package structure is developed, designed and printed by constructing and using dielines.
  2. Development of a creative brief.
  3. Design and construct packaging using industry standards—aesthetically and technically for presentation and inclusion in the students' portfolio.
  4. Construct mock-ups professionally with an adherence to good craftsmanship.
  5. Design packaging that communicates vital information to the user regarding safety, allergens, usage, etc.
  6. Design and communicate visually to a non-English, international target audience.
  7. Create a line of products using a specific visual language.
B. General Education Learning Outcomes (GELOs)
  1. GELO #3: Critical Thinking & Problem Solving
  Outcome 2: Synthesize information to arrive at reasoned solutions to problems.

IV. CONTENT/TOPICAL OUTLINE

A. Introduction to Package Design
B. Types of Packaging

C. Dielines/Diecutting
D. Structural Exploration
E. Craftsmanship
F. Informative Considerations
G. Cultural Considerations

V. INSTRUCTIONAL MATERIALS

A. Required Text(s): None
B. Other Resources: Handouts: worksheet, tutorial, assignment, and projects

VI. METHODS OF PRESENTATION/INSTRUCTION

A. Methods of presentation typically include a combination of the following:
1. On-screen presentations, demonstrations, guided tutorials and lecture
2. Worksheets, charts, tutorials, projects/assignments
3. One-on-one teaching and assistance
4. Team teaching
5. In-class exercises and activities
6. Presentations by design professionals/employers
7. Videos
8. Field trips

VII. METHODS OF EVALUATION

A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
1. Adherence of deadlines and completion of all assignments, exercises, worksheets, tests, quizzes, and tutorials and/or daily assessments.
2. No late assignments will be accepted; no exception will be made. All assignments turned in past the scheduled deadline will result in a grade of failing (F) and will not be eligible for further revision. Please refer to the Course Information Document for attendance, submission, revision, extra credit, and missed exercises and quizzes policies.
3. Students must submit their own work. Cheating on any assignment, exercise, tests, quizzes, tutorial, and/or daily assessment will result in a failure of that assignment with no possibility of revision (if applicable). Multiple instances will result in a failure of the course and may be grounds for disciplinary action or dismissal from the program.
4. Compliance with all Policies. For all GDMA program policy documents, please visit http://tinyurl.com/gdmapolicies.
5. Students must conduct themselves in a manner that is in consonance with the Professionalism requirements of GDMA courses, be adequately prepared for course work and discussion as well as actively participate in in-class activities and critiques. For the Professionalism requirement, visit http://tinyurl.com/gdmapolicies.

VIII. SPECIFIC COURSE REQUIREMENTS

A. Student must meet all of the following to receive a passing grade:
1. Student must complete this course with a minimum course grade of "C" (70%).
2. Students are expected to sign a Syllabus and Course Information Document Agreement and Anti-Plagiarism Agreement to represent their understanding of this information and the expectations within the course. For all GDMA program

policy documents and anti-plagiarism information, please visit http://tinyurl.com/gdmapolicies

3. It is the responsibility of the student to take notes on all lectures, tutorials, assignments, and exercises. You will not be given printed instructions for assignments. This is to emulate professional expectations within the design industry.
4. Students are expected to assist in keeping all GDMA labs neat and orderly. Please pick up all scraps, waste materials, discarded printouts, etc. and place them in the recycling bins. Please promptly clean up all spills and messes on your desk spaces. Periodically and at the end of each term, students will be required to assist in cleaning the labs.
5. Each student is required to complete all parts of this course regardless of prior knowledge or experience.
6. For course specific policies please refer to the Course Information Document.