

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-25

I. CATALOG DESCRIPTION

Course Number: GDMA1460
Course Title: Package Design
Prerequisite(s): GDMA1455
Catalog Description: This course analyzes modern package design, discussing its functional and aesthetic requirements. The technical and legal requirements are examined, as well as the branding and marketing factors that influence package design. The creative potential of packaging is explored in a diverse range of products, markets, and materials. Product photography and Adobe Stager are introduced and utilized along with Photoshop and Illustrator to create studio shots and digital mockups.

Credit Hours: 3.0
Class Hours: 35
Lab Hours: 30
Total Contact Hours: 65

II. COURSE OBJECTIVES: *Course will:*

- A.** Introduce package design principles, and discuss considerations when designing within a specific brand or industry
- B.** Examine standard and innovative options for packaging material and form.
- C.** Study how marketing and consumer research impacts package design.
- D.** Discuss the legal and ethical requirements of package design.
- E.** Introduce product photography both in a studio and staged environment.
- F.** Research the return of investment for package design

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A.** Student Learning Outcomes: *Student will be able to:*
 - 1.** Identify common materials used in package design, their strengths and best-use cases, and discuss how sustainability currently impacts design.
 - 2.** Design and construct packaging mockups using industry standards—both aesthetic and technical.
 - 3.** Design packaging that communicates vital information to the user regarding usage, safety, allergens, and nutrition.
 - 4.** Research competitors and target market to develop design briefs for each package design project.
 - 5.** Explore product photography; setup a studio and adjust camera settings to create crisp product images.
 - 6.** Setup an environmental shot digitally using Adobe Stager.
 - 7.** Design and communicate visually to an international target audience
 - 8.** 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. Materials and form
- C. Marketing and consumer research
- D. Product photography and digital mockups
- E. Legal requirements for labels
- F. Ethics and sustainability
- G. Designing product lines
- H. ROI of package design

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. Lecture
 - 2. Demonstrations
 - 3. Peer critiques
 - 4. In-class exercises and activities
 - 5. One-on-one teaching

VII. METHODS OF EVALUATION

- A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
 - 1. Assignments
 - 2. Exercises
 - 3. Tests
 - 4. Critique participation
 - 5. Class conduct

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Student must complete this course with a minimum course grade of “C” (70%).
- B. By enrolling in this course the student agrees to follow all GDMA program policies.