LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore http://www.labette.edu/bookstore for the required texts for this class.

COURSE NUMBER: GRAP 113

COURSE TITLE: PACKAGING DESIGN

SEMESTER CREDIT HOURS: 3

DEPARTMENT: Graphic Design

DIVISION: Career Technical Education

PREREQUISITE: None

COURSE DESCRIPTION:

This course will emphasize the application of graphic design elements to various three-dimensional forms. Creative solutions to the design and assembly of product packaging and displays using traditional materials and digital design tools will be explored. Students will conceptualize visually and verbally, sketch ideas in a rough form, and develop final concepts into three-dimensional mockups with computer-generated graphics.

COURSE OUTCOMES AND COMPETENCIES:
Students who successfully complete this course will be able to:

1. Use materials and tools to solve three-dimensional graphic design problems.

- Generate three-dimensional design solutions from rough schematic level to final presentation using a combination of hand rendering and digital applications such as Photoshop, Illustrator, and/or other industry standard software.
- Create innovative and functional designs that physically contain and visually communicate products successfully.
- Demonstrate an understanding of form structure and construction techniques, including creation of die lines, cut lines, and fold lines using Adobe Illustrator.
- Render two-dimensional designs into three-dimensional formats using design software.

2. Address aesthetic and functional aspects in problem solving in three dimensions.
- Apply theories of visual communication to three-dimensional media to create original designs for packaging and display design.
- Effectively utilize and apply line, plane, mass, volume, texture and color three-dimensionally.
- Adapt typography, imagery, and color appropriately to three-dimensional forms.
- Determine the effectiveness of packaging and display design through the understanding of target audience and marketing strategies.
- Research, examine, and be aware of existing practices and trends in packaging and display design.

3. Apply presentation techniques to three-dimensional design formats.
- Maintain high standards of craftsmanship in the design and physical construction of three-dimensional comps and in electronic presentation.
- Define and employ industry standard terminology to describe three-dimensional graphic design solutions.
- Present and articulate design concepts persuasively to an audience.
- Develop criticism skills for group discussions.

4. Demonstrate decision making/problem solving skills and work ethic training.
- Identify the problem for resolution.
- Define critical issues and analyze causes of a problem.
- Utilize research and assessment skills.
- Examine results of a problem and offer solutions to a problem.
- Select a solution to a problem and implement an action plan.