

Springfield Technical Community College
ACADEMIC AFFAIRS

Course Number: GAT-236

Department: Graphic Arts Technology

Course Title: Packaging Design Principles

Semester: _____

Objectives / Competencies

Course Objective	Competencies
<p>1. Student will demonstrate an understanding of the social and economic issues that influence innovations in package construction, graphic design and utility</p>	<p>1. Explain the the history of packaging, dating from ancient containers up to modern package concepts</p> <p>2. Describe the importance of packaging and its value to the food industry and military</p> <p>3. Describe the relationship of industrial product design and package innovation and utility</p>
<p>2. Students will demonstrate an in-depth knowledge of physical, enviornmental, and legal regulations the impact package design and production</p>	<p>1. Explain factors that influence the structural design, utility, and graphic design of packaging</p> <p>2. Explain environmental considerations, recycle regulations, governmental regulations, energy recovery and information labeling</p>
<p>3. Students will demonstrate an understanding of the various market research resources used to develop the construction approach in developing consumer packaging and the value of design and continuity of brand image</p>	<p>1. Explain the various research methods used to evaluate package concepts and the benefits of each in determining package construction and graphic design</p> <p>2. Describe the process necessary to translate the essence of a brand into the appropriate graphic design of a package</p> <p>3. Describe the elements used to translate brand recognition into a desirable, meaningful, and tangible design; ergonomics, POP display design, and package graphics</p>

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Objectives / Competencies

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<p>4. The student will acquire knowledge of the resources available for the creation and production of a package concept and the function of a prototype package in determining, aesthetics, materials, and functionality of an intended design</p>	<ol style="list-style-type: none"> 1. Describe production technologies, materials, and globe resources which influence the package design process 2. Explain the purpose and process of 3D prototyping for exploring alternative designs, test theories, and confirm performance 3. Describe the various methods for creating prototypes and explain the capabilities and cost of each technology
<p>5. Students will demonstrate an understanding of the legal requirements for packaging and labeling on a variety of products and the required information necessary for managing consumer relationships and the benefit to the marketing supply chain</p>	<ol style="list-style-type: none"> 1. Describe the purpose of packaging and the package labels 2. Explain federal and state regulations pertaining to package content, consumer information, and nutritional information 3. Explain the manufacturer and retailer label requirements and the relationship to marketing and the supply chain
<p>6. The student will demonstrate the ability to produce design concepts using a number of software applications including Illustrator, Photoshop, and other creative applications using 3D design techniques, and the creation of a formal presentation format to present package concepts</p>	<ol style="list-style-type: none"> 1. Explain the 8 Critical Steps in the package design process and how each influences the package design 2. Describe software applications and graphic utilities used in developing and improving package design and concept development 3. Describe variety of techniques used to present design concepts