

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
ART 266 – PACKAGE DESIGN (3 CR.)**

Course Description

Studies the role of packaging in product identification, presentation, and production. Investigates the unique challenges of typography, illustration and design from 2D to 3D forms. Researches business goals, marketing objectives, packaging structure, and display aesthetics. Applies the principles of design and foundations of typography in final production of products. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

General Course Purpose

Package design will focus on marketing, graphics, and three-dimensional design. Emphasis will be on design elements of various forms of packaging. Package designs will be analyzed and positioned for purpose. Brand marks, visual graphics and color schemes are developed for individual products and extended product lines. This course is recommended for students in the Communication Design program or experience in the design industry.

Course Prerequisites/Corequisites

Prerequisite: ART 140, ART 141, ART 142, ART 217, ART 218, or divisional approval.

Course Objectives

Upon completing the course, the student will be able to:

- Analyze and critique the effectiveness of a design to meet marketing objectives
- Evaluate to make connections and develop relationships between ideas and concepts, then communicate these clearly
- Identify the key elements of a packaging composition including placement, product, and audience
- Analyze creative solutions to design problems based on contemporary trends, and current technology
- Guide the viewer's eye through complex visual messages
- Plan to communicate concepts fluidly in the third dimension
- Practice clear communication of the message and brand creation
- Execute a sound package structure and apply typography skills
- Consider problem-solving skills in 2-D and 3-D design
- Create solutions in 3-D package form
- Support meeting deadlines
- Compose effective presentations
- Design prototypes

Major Topics to be Included

- Understand and define a target audience
- Concept to create multiple solutions for package redesign and design projects
- Develop a strong, inventive, and appropriate visual identity
- Compose work that communicates the concept
- Think critically to effectively refined layouts of design solutions
- Understand typographic solutions to design problems and create an appropriate visual hierarchy
- Conceive designs and problem solve for 2D and 3D delivery
- Correct file preparation for output
- Professionalism as applied to critiques, presentation and teamwork
- Develop well-crafted product solutions in 3-D package form
- Differentiate packaging requirements for products
- Apply knowledge of ISBNs and Barcodes