

Bemidji State University

TADD 3579: Branding and Packaging

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A theoretical and practical study of the visual and conceptual problems related to branding and packaging. Students also practice digital print production management techniques for all digital assets, and digital layout assembly to create 3D package design, visual identity systems, and related marketing materials. Prerequisites: TADD 2440 or consent of instructor.

B. COURSE EFFECTIVE DATES: 08/22/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Research and planning for branding equity system; types 3D packaging systems and corporate identity systems; digital production of packaging and branding systems; specifications for packaging and branding systems; production of 3D digital mock-ups of packaging

D. LEARNING OUTCOMES (General)

1.
 - ¿ Student will demonstrate an understanding of the role of branding, the concept of brand equity and the advantages of strong brands through research and design solution
 - ¿ Student will demonstrate an understanding of 3D packaging and its relationship to branding and a marketing system through visual communication such as, print advertising, digital communications and/or retail display.
 - ¿ Student will demonstrate an understanding of the importance of using the creative brief and ideation processes to develop creative design solutions prior to final execution of 3D packaging and/or corporate ide

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted