Bemidji State University

TADD 3320: Package Design

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

In Packaging Design, as well as Display Design, students are introduced to the process of designing three-dimensional containers, individually, or as systems for the mutual benefit of the end-user and the manufacturer. Emphasis is placed on symbols, shape, color, illustration, and typography and how they relate to three-dimensional problems. Prerequisite(s): TADD 1500.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Materials, printing techniques, and production methods specific to certain packaging and display types
2. Effect and influence packaging and display design can have upon customers
3. Creation of presentation quality packaging and display projects in 2D and 3D
4. Role of packaging and display designers and market researchers through guest lectures
5. Packaging manufacturing processes through site tours
6. Basis of market research through written presentation of their own specific market evaluation.
7. Environmental impact of packaging and display design.

D. LEARNING OUTCOMES (General)

1. develop an understanding of the packaging and display design process.
2. develop the ability to identify good and bad packaging and display design
3. develop an understanding of the limitations/restrictions of designing packaging.
4. develop the knowledge needed to design and fabricate their own package and display.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted