

# pd

packaging design

**VC&D 2431** (#87344)  
**Credits: 3**

**Cuyahoga Community College**  
Western Campus  
Business & Technology Unit  
Fall Semester - 2011  
Mondays: 6:00 PM - 9:20PM  
Room: C125

**Instructor** [joe moore] **p** [216.214.0843] **e** [joe@jemart.com]

**available after class or by appointment**



## **COURSE DESCRIPTION** [Lecture Hours: 1, Lab Hours 2 ]

Comprehensive package course from initial concept to presentation of dummies and mock-ups. Conceptual thinking and problem solving using typography, color and images on folded and soft packaging. Methods, materials, practical and production considerations involved in packaging design.

## **COURSE PREREQUISITE(S)**

VC&D-2200 Multi-Page Layout and Design or concurrent enrollment, or VCDP-1260 Digital Page Layout or concurrent enrollment.

## **COURSE PERFORMANCE OBJECTIVES**

Upon satisfactory completion of VCGD 2430 - Package Design, the student should be able to perform the following outcomes and supporting objectives:

- [A] Identify and develop resources and design references.
- [B] Demonstrate an understanding of package design in the marketplace.
- [C] Apply the 2-dimensional and 3-dimensional design elements and principles involved in package design.
- [D] Identify and utilize the methods, material, practical, and production considerations involved in package design.
- [E] Apply the traditional and computer knowledge and skills necessary to create package designs for presentation and production.
- [F] Construct packaging dummies, mockups, and models.
- [G] Coordinate packaging production processes and techniques.
- [H] Design packaging for a specific market.

## **TEXTBOOK/INSTRUCTIONAL MATERIALS**

Required Text: *Package Design Workbook*- by SevenDupuis and John Silva  
Media Storage Device: Flash Drive, Portable Hard drive, CD/DVD's etc  
Tracing Paper: 9" x 12" Tablet  
Bristol Board: 14" x 17" Tablet  
Mounting/Presentation Materials: As needed per individual projects.

## **ATTENDANCE**

Regular class attendance is required and extremely important if competency in the subject is expected. If a class is missed it will be the students responsibility to obtain any missed lecture notes and or handouts. 3 missed classes in a row may result in automatic failure. Contact the instructor if unusual circumstances warrant. Each classes attendance will be assigned a point value and count for a minimum of 25% of the overall grade.





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**WITHDRAWAL**

Students may withdraw from any semester course prior to the end of the twelfth week of the full term, or 80 percent of any instructional part of term. Specific withdrawal dates are available by term in the Campus Admissions and Records Offices or published in the schedule of courses. Up to the last day of the twelfth week of the semester, a student may withdraw from a course(s) for any reason. Withdrawal from a course prior to the last day of the second week of the semester will have no notation made in permanent records-- withdrawal thereafter will be noted with a "W."

If a student misses class time for the equivalent of one week of instruction, an instructor has the option to withdraw the student for excessive absence. The instructor may elect not to exercise this option, however, and it is the student's responsibility to make sure that an official withdrawal takes place.

All transactions involving withdrawal from courses shall be done in writing and on forms provided by the college. A student's failure to attend classes shall not constitute an official withdrawal.

**The last withdrawal date for this course with a "W" grade is NOVEMBER 16, 2011**

**COMPUTER USE:**

- Students are not to use computer during demo's or lectures unless instructed
- Students are not permitted to change any settings on computers
- ABSOLUTLY NO FOOD or BEVERAGE will be permitted in room
- Students are not to copy fonts or software from computers
- Students are not permitted to access the internet unless otherwise instructed

**DEMO'S AND LECTURES:**

- Students are asked to view all demonstrations and not use computers during this time
- Note taking is encouraged/recommended
- Cell phones MUST be turned OFF. No texting or calls permitted in class.

**HOMEWORK:**

Out of class project work as assigned or needed.

**TESTING:**

- Quizzes may be given at the instructors discretion
- A written MidTerm exam may be given at/or around the mid point of the semester

**GRADING STRUCTURE**

(A separate document will be provided with a break down of each assignments value)

- 91 - 100 = A
- 81 - 90 = B
- 71 - 80 = C
- 61 - 70 = D
- 60 - 0 = F

**LATE ASSIGNMENTS AND MISSED EXAMS OR QUIZZES:**

Late homework assignments may be turned in only following an absence. It is the students responsibility to obtain missed assignments. Projects are due on dates indicated on syllabus or as announced by the instructor. A project may be turned in late the following class period ONLY, at a reduction of one letter grade(10%). Late projects will NOT be accepted past one week from due date, resulting in a ZERO for a grade. If a scheduled exam is missed it is the students responsibility to arrange a make-up time by the end of the following class period. Pop quizzes will not be eligible for make-up.

