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## 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



### Week 1: Aug 29

- Introductions
- Syllabus Review
- Lecture: Intro to Packaging- 6 Purposes
- **Project 1 Intro**, Exercise, Brainstorming

- Homework: Text Reading (pg.1 - 29)

### Week 2: Sept. 12

- **Quiz:** on assigned reading/discussion
- Lecture: Branding/Objectives/Factors
- Individual review samples/ thumbnails
- Project 1 classwork/ demo's as needed

- Homework: Text Reading (pg. 30-62)

### Week 3: Sept. 19

- **Quiz:** on assigned reading/discussion
- Lecture: The Power of Design: 6 Keys
- Lecture: Design Fundamentals
- Project 1 classwork/ demo's as needed

- Hand in printouts for review and direction

### Week 4: Sept. 26

- Lecture: The Packaging Process
- Lecture: Design Fundamentals
- Project 1 classwork/ demo's as needed

### Week 5: Oct. 3

- **DUE: ALL PROJECT 1 ELEMENTS**
- Project Presentations & Critique
- Lecture: Structures and Materials
- **Project 2 Intro**, Exercise, Brainstorming

- Homework: Text Reading (pg. 112-118)

### Week 6: Oct. 10

- **Quiz:** on assigned reading/discussion
- Lecture: Dielines & Printing Processes
- Lecture: Design Fundamentals
- Individual review samples/ thumbnails

- Project 2 classwork/ demo's as needed

### Week 7: Oct. 17

- Lecture: Planning for Production
- Lecture: Design Fundamentals
- Project 2 classwork/ demo's as needed
- Homework: Text Reading (pg. 146-166)

### Week 8: Oct. 24

- Lecture: Sustainable Packaging
- Lecture: Design Fundamentals

- Individual review samples/ thumbnails
- Project 2 classwork/ demo's as needed