

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 375		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Brand Identity II: Packaging															
Course Short Title:															
Faculty: Faculty of Humanities		Department (or program if no department): Graphic and Digital Design													
Calendar Description: Introduces the design of packaging, government requirements, and manufacturing constraints. Projects will focus on designing packaging for local industries, physical form making, innovation, environmental impact, and sustainability.															
Prerequisites (or NONE):		GD 374.													
Corequisites (if applicable, or NONE):															
Pre/corequisites (if applicable, or NONE):															
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No Grading System: Letter Grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 24													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>20</td> </tr> <tr> <td>Tutorials/workshops</td> <td>10</td> </tr> <tr> <td>Supervised laboratory hours (design lab)</td> <td>10</td> </tr> <tr> <td>Experiential (work-integrated learning)</td> <td>20</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>60</td> </tr> </table>		Lecture/seminar	20	Tutorials/workshops	10	Supervised laboratory hours (design lab)	10	Experiential (work-integrated learning)	20			Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
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Tutorials/workshops	10														
Supervised laboratory hours (design lab)	10														
Experiential (work-integrated learning)	20														
Total hours	60														
Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: Yes Submit outline for (re)articulation: Yes <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: December 2021													
Faculty Council approval		Date of meeting: January 14, 2022													
Undergraduate Education Committee (UEC) approval		Date of meeting: February 25, 2022													

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Identify the requirements of packaging design, such as substrate considerations, application, storage, transportation, and retail display constraints.
2. Create packaging concepts that communicate a predetermined message that targets a specific market.
3. Assess the impact of packaging on the environment and develop sustainable solutions.
4. Adapt brand identity design standards to physical forms
5. Apply technical knowledge to packaging production for mechanical and reproduction requirements.
6. Use industry terms for the manufacture of packaging.
7. Apply best practices relating to government and regulatory requirements in the production of packaging.

Recommended Evaluation Methods and Weighting (*Evaluation should align to learning outcomes.*)

Assignments:	100%	%	%
	%	%	%

Details: Assignments: One or more projects will include work integrated learning (WIL). Project briefs may focus on pro bono, community and/or philanthropic causes, municipal initiatives, business and/or industry contexts. The project briefs vary with each delivery and will address current contexts, ethics and best practices.

Project 1: Package design best practices 30%

Project 2: Form making, sustainability and government requirements 30%

Project 3: Integration of a brand identity system and content to multiple substrates and forms 40%

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*)

Type	Author or description	Title and publication/access details	Year
1. Other	Shedroff, Nathan	Design is the Problem, The Future of Design Must be Sustainable	2009
2. Article	Calver, Giles	What Is Packaging Design? Singapore: Page One, 2007. Print	2007
3. Other	Aldridge, Steven. Miller, Laurel.	Why Shrinkwrap a Cucumber?: The Complete Guide to Environmental Packaging	2012
3. Other	Benson, Eric; Perullo, Yvette; and Scherer, Brooke.	Material is the Message	2015
5. Online resource		https://re-nourish.org/systems-thinking/	

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)

Adobe Creative Cloud

Course Content and Topic

- Presentation and promotion
- Types of products and packaging
- Good and bad packaging: Sustainability and environmental considerations
- Form versus function
- Apply an identity system to package design
- Skills for constructing packaging proto-types (material and digital)
- Private Labels
- What is innovation in packaging?
- Legal, consumer, environmental, international standards, governmental regulatory requirements, and UPC
- Retail environment considerations
- Container design and sourcing. Materials consideration and the production process for different types of manufacturing