OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE:	September 2014
COURSE REVISED IMPLEMENTATION DATE:	
COURSE TO BE REVIEWED: *(six years after UEC approval)*	September 2020 *(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

GD 375	College of Arts – Graphic Design	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS

Packaging
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course is an introduction to packaging. Students are introduced to 3-D graphic design, packaging for different types of products and food processing, government regulations, and manufacturing constraints. Projects will focus on designing packaging for local industries, innovation, environmental impact, and sustainability.

PREREQUISITES: GD 374.
COREQUISITES:
PRE or COREQUISITES:

SYNONYMOUS COURSE(S):
(a) Replaces:
(b) Cross-listed with:
(c) Cannot take: for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: **60**

STRUCTURE OF HOURS:

Lectures:	**30**	Hrs
Seminar:	**10**	Hrs
Laboratory:	**20**	Hrs
Field experience:		Hrs
Student directed learning:		Hrs
Other (specify):		Hrs

TRAINING DAY-BASED INSTRUCTION:
Length of course:
Hours per day:

OTHER:
Maximum enrolment: **24**
Expected frequency of course offerings:
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☒ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☐ Yes	☐ No

Course designer(s):	**Karin Jager**		
Department Head:	**Karin Jager**	Date approved:	**November 1, 2013**
Campus Wide Consultation (CWC)		Date of meeting:	**November 8, 2013**
Curriculum Committee chair:	**Karin Jager**	Date approved:	**December 6, 2013**
Dean/Associate VP:	**Jacqueline Nolte**	Date approved:	**December 6, 2013**
Undergraduate Education Advisory Committee (UEC) approval		Date of meeting:	**January 31, 2014**

LEARNING OUTCOMES:

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

- Identify different types of packaging.
- Define product considerations related to a packaging project.
- Consider the impact of packaging on the environment and develop sustainable solutions.
- Use industry terms for the manufacture of packaging.
- Implement a process and methodology for the design and production of packaging.
- Understand the role of government and regulatory bodies in the production of packaging.
- Prepare presentations and materials for a comprehensive product design.

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures
Demonstrations
In-class project development
Critiques and peer review

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

☐ Examination(s) ☒ Portfolio assessment ☒ Interview(s) ☐ Other (specify):

☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

DuPuis, Steven; Silva, John. Package Design Workbook: The Art and Science of Successful Packaging. Rockport Publishers, 2011.

SUPPLIES / MATERIALS:

Adobe CC
Portable Media Storage

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Project 1: Packaging	35%
Project 2: Retail Environment: Signage and advertising	35%
Project 3: Production	30%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

1. Types of products and packaging
2. The role of packaging in a retail environment
3. Good and bad packaging: Sustainability and environmental considerations
4. Form versus function
5. Creating professional presentations: Skills for packaging mock-ups
6. Private Labels
7. What is innovation in packaging?
8. Legal, consumer, environmental, and governmental regulatory requirements and UPC
9. Retail environment considerations
10. Container design and sourcing
11. Materials considerations
12. The production process for different types of manufacturing
13. Presentation and promotion