WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION

COURSE TITLE: Package Design

COURSE NUMBER: DSN 415

I. MAJOR INSTRUCTIONAL GOALS:
During this course, students should improve their understanding of:

GOAL #1: Understand the primary purposes of packages and containers
Learning Outcomes - The student will:
A. Differentiate between container and package
B. Describe the informational aspects of packaging and how designers organize information
C. Identify the major concerns each package must address

GOAL #2: Understand board tools and techniques
Learning Outcomes - The student will:
A. Describe the essential goals of every successful package
B. Demonstrate an understanding of the phrase “form follows function” and how it pertains to packaging
C. Demonstrate proper handling and use of board tools

GOAL #3: Demonstrate communication across multiple surfaces
Learning Outcomes - The student will:
A. Demonstrate effective information mapping on a package template, including information hierarchies
B. Understand the flow of panel sequencing
C. Identify the six principles of Gestalt psychology as they pertain to visual perception

GOAL #4: Understand professional production processes in the studio
Learning Outcomes - The student will:
A. Demonstrate common processes used in the enhancement of packaging
B. Demonstrate how special processes add to the interactivity of packaging with a consumer and enhance surface treatments

II. LEARNING ACTIVITIES:
A. Create package design mock-ups; 3D prototype
B. Produce printer flats
C. Two-dimensional patterns for packaging

Syllabus is sole property of Wilmington University
III. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.

External Storage Requirement:
Students are required to supply their own external storage (ie., SD card, external hard drive, etc.) See Course Blackboard for instructor’s directive for your course. Memory cards are NOT supplied with cameras and video equipment.