

# GD 3470 - 3D PACKAGING

Credits: 3

Students utilize both traditional and digital media as an introduction to the skills necessary for designing packaging graphics and preparing accurate mock-ups as practiced within the Graphic Design industry. Content includes basic concept rendering, developing die-cut patterns, model-making, mock-up techniques, and both visual and verbal presentation skills. The course includes visits to package design and fabrication facilities in the Denver area.

Prerequisites: GD 2210 - Vector Illustration and GD 2220 - Raster Image Processing

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Research and analyze experience--based problems in packaging through a user--centered lens.	Explains and implements solutions to experience--based problems in packaging through a user--centered lens.	Explains experience--based problems in packaging through a user--centered lens.	Partially explains experience--based problems in packaging through a user--centered lens.	Unable to explain experience--based problems in packaging through a user--centered lens	GD-2, GD-4, GD-6, GD-8, GD-9, GD-10	Critical Thinking
Discuss packaging design solutions	Identifies numerous examples of packaging design solutions.	Identifies examples of packaging design solutions.	Identifies some examples of packaging design solutions.	Unable to identify packaging design solutions.	GD-4, GD-6, GD-7, GD-8, GD-9, GD-10	Communication Competence, Design Competence
Integrate historical, social and cultural perspectives into packaging designs	Uses numerous examples of historical, social and cultural perspectives into packaging designs	Uses examples of historical, social and cultural perspectives into packaging designs	Uses some examples of historical, social and cultural perspectives into packaging designs	Unable to use examples of historical, social and cultural perspectives into packaging designs	GD-1, GD-2, GD-4, GD-5, GD-6, GD-7, GD-8, GD-9, GD-10	Cultural Competence, Design Competence, Critical Thinking
Produce packaging based on user-centered design principles.	Demonstrates and elaborates on user-centered design principles within packaging design.	Demonstrates user-centered design principles within packaging design.	Demonstrates to a certain degree user-centered design principles within packaging design.	Unable to demonstrate user-centered design principles within packaging design.	GD-1, GD-2, GD-3, GD-4, GD-5, GD-6, GD-7, GD-8, GD-9, GD-10, GD-11	Cultural Competence, Design Competence, Critical Thinking
Practice concept rendering and fabricate die-cut packaging, models, and mock-ups.	Provides numerous examples of concept rendering and fabricating die-cut packaging, models, and mock-ups.	Provides examples of concept rendering and fabricating die-cut packaging, models, and mock-ups.	Provides some examples of concept rendering and fabricating die-cut packaging, models, and mock-ups.	Unable to provide examples of concept rendering and fabricating die-cut packaging, models, and mock-ups.	GD-1, GD-2, GD-3, GD-4, GD-5, GD-6, GD-7, GD-8, GD-9, GD-10, GD-11	Design Competence