

**WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION**

COURSE TITLE: Package Design

COURSE NUMBER: DSN 415

I. MAJOR INSTRUCTIONAL GOALS:

Objective A: Understand the primary purposes of packages and containers.

- A-1. Differentiate between container and package
- A-2. Describe the informational aspects of packaging and how designers organize information
- A-3. Identify the major concerns each package must address

Objective B: Understand board tools and techniques

- B-1. Describe the essential goals of every successful package
- B-2. Demonstrate an understanding of the phrase “form follows function” and how it pertains to packaging
- B-3. Demonstrate proper handling and use of board tools

Objective C: Demonstrate communication across multiple surfaces

- C-1. Demonstrate effective information mapping on a package template, including information hierarchies
- C-2. Understand the flow of panel sequencing
- C-3. Identify the six principles of Gestalt psychology as they pertain to visual perception

Objective D: Understand professional production processes in the studio

- D-1. Demonstrate common processes used in the enhancement of packaging
- D-2. Demonstrate how special processes add to the interactivity of packaging with a consumer and enhance surface treatments

II. 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 t6e7.6 (ons) .()]TJ 0 92Tw 0 -1.174 Td7.6 (ont)-4.6 (i)-4.6 (o1)4.6 (s)-o(t)-4.6 (6e7.6 (o)-11.3)