Graphic Design for Packaging in a Global Marketplace

London is one of the most culturally diverse cities in the world making it an ideal laboratory for the study of differences in packaging graphics between countries, especially between the U.S. and the U.K. Direct experience and exposure to these differences, within the local, and cultural context will give students an opportunity to experience the products, design practices and packaging requirements on a scale found in few other places.

Team taught by Clemson faculty and instructors at London’s Chelsea College of the Arts, the goal of the course is to examine the visual expression of a brand as a package within this global marketplace. Students will graphically redesign consumer packaging for the U.K. market. In doing so, the student will learn about the visual communication typically found on packaging including: expression of brand essence, information hierarchy, flavor differentiation, shelf impact, category fit vs disruptive packaging, materials & production concerns.

Within this context, students will also study the evolution and history of packaging design, discuss philosophies, learn industry terminology and examine contemporary designs both from the U.S. and U.K. prospective. Using case studies, students will analyze the package design process from concept to production. Guest lectures and field trips will supplement readings and in-class discussions to address brand extension and consistency, packaging templates, professional procedures, product photography and printing. (4 credits)

When: Spring 2013
Where: LONDON DATES: MAY 4TH - 30TH 2013
Class will meet prior to leave for London

Things to Take Care Of:
- Get a Passport
- Buy Travel Guide
- Get a BIGGER suitcase
- Buy a new camera
- Spending Money

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