



COURSE OUTLINE

DES305 Branding and Package Design

Course Coordinator: Alistair Ward (award3@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course provides an advanced understanding of branding and three-dimensional packaging. You will learn about the entire branding and packaging design process, from concept to creating innovative shelf-ready prototypes for a range of consumer products that effectively communicate in a competitive market, suitable for inclusion in your portfolio. You will learn how to develop successful user-centred designs based on strategy, that address legal, environmental, social and ethical issues as well as production and client objectives and requirements.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Laboratory – On campus laboratory for 12 weeks (or equivalent).	3hrs	Week 1	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

- Semiotics
- Visual cues
- Elements of branding
- Packaging materials
- User experience
- Problem solving and innovation
- Packaging problems and solutions
- Style guides
- Product photography

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Apply design thinking. Use design software to produce visual design products.	Empowered
2 Critically evaluate historical, technical and theoretical concepts to inform the practical application of sound design principles.	Creative and critical thinker
3 Communicate knowledge, concepts and ideas to various audiences using a range of media.	Engaged
4 Investigate and evaluate responsible design practices in developing design solutions that positively impact on social, economic, and ecological outcomes.	Sustainability-focussed

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

DES213

5.4. Specific assumed prior knowledge and skills (where applicable)

Proficient in Adobe InDesign, Illustrator and Photoshop.

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

This course will include early formative feedback on assessment and academic progress in the form of one-on-one consultations, collaborative activities and in-class discussions.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Journal	Individual	20%	2000-word equivalent	Exam Period	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Written Piece	Individual	30%	Support materials (online)	Week 5	To Supervisor
All	3	Artefact - Creative, and Written Piece	Individual	50%	Design brief and mood board. 2 Prototypes style guide with 3 touch points support materials. 1000 word equivalent	Week 13	To Supervisor

All - Assessment Task 1: Weekly Journal

GOAL:	You will evidence your analytical and critical responses to material presented in class. Class exercises and participation are important aspects of this course and will contribute to your ability to successfully complete this task.													
PRODUCT:	Journal													
FORMAT:	<p>In most tutorials, you will participate in individual and collaborative activities and exercises designed to develop your knowledge and skills in branding and packaging. These will vary in format according to the weekly topic. Instructions and templates are provided in Weekly Materials on Blackboard.</p> <p>You will submit a single document using the provided templates along with the supporting materials – professionally designed in appropriate software (eg InDesign) and submitted as a single pdf.</p> <p>A full project brief is supplied on Blackboard in the Assessment Folder.</p>													
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All - Assessment Task 2: Semiotics Label and Package Design Swap

GOAL:	You will explore and analyse semiotics and branding associated with packaging design to understand how design works in a social context. You will develop an understanding of how signifiers, symbols, colour and style can communicate to a specific target market and impact on the perception of a product. You will also learn that it is important to accurately follow the specifications of a brief. Class exercises are an important aspect of this brief and will contribute to your ability to successfully complete the project.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	<p>Label and package design swap</p> <p>You will choose 2 radically different products (e.g. soup and a cleaning product) that have different target markets (e.g. male/female, luxury/budget) and swap their expressive qualities and branding.</p> <p>Prototypes</p> <ul style="list-style-type: none"> You will construct two (2) shelf-ready prototype packages with the new redesigned labels. <p>Reflective practice journal and support materials</p> <ul style="list-style-type: none"> Documentation of research, concept development and creative process, including before and after images. Professionally designed document created in appropriate software (eg. InDesign) and saved as a single pdf. <p>In Week 4 - Presentation</p> <ul style="list-style-type: none"> Draft digital files of product images – before and after label swap Presentation for formative feedback <p>In Week 5 – Final Submission</p> <ul style="list-style-type: none"> 2 shelf ready physical prototypes – submitted in class 2 x A4 printouts of product images – before and after – submitted in class Reflective practice – support materials – submitted to Blackboard <p>A full project brief is supplied on Blackboard in the Assessment Folder.</p>	
CRITERIA:	No.	Learning Outcome assessed
	1	Ability to meet the requirements of the project brief in a professional manner (attention to detail)
	2	Research – depth and breadth
	3	Technical quality – craftsmanship and attention to detail
	4	Professional communication

All - Assessment Task 3: Innovative Branding and Packaging Design

GOAL:	<p>You will explore the branded environment through packaging design. You will identify and develop brand strategies that effectively communicate to specific consumer markets.</p> <p>This task will develop your awareness of the designer's role and responsibility in promoting sound design practices with an emphasis on environmental issues and sustainable practices as well as diversity and human-centred solutions.</p> <p>Class exercises are important aspects of this brief and will contribute to your ability to successfully complete the project.</p>												
PRODUCT:	Artefact - Creative, and Written Piece												
FORMAT:	<p>Branding, prototypes, touch points and style guide.</p> <p>You will develop a corporate identity system including logo, branding strategy and packaging system for a product range from a selected list of categories (eg. food, personal care) that clearly reflects the target audience and works well across the entire range of products.</p> <p>You will produce:</p> <ul style="list-style-type: none"> • A comprehensive design brief and mood board to be presented in class. • Two shelf-ready package prototypes of distinctively different sizes or shapes within the product range or category. • Style guide that comprehensively showcases and demonstrates the rules and guidelines of a corporate identity system. Includes logo, usage, typography, colour schemes, placement, etc. • 3 touchpoints promoting the product range, featuring the prototypes and showcasing the brand (eg. advertisement, web page, commercial). To be included in the style guide. <p>Week 9 – Presentation</p> <ul style="list-style-type: none"> • Design brief • Mood board • Plan <p>Week 13 – Final</p> <ul style="list-style-type: none"> • 2 shelf-ready prototypes • Style Guide – corporate Identity system including logo, branding strategy and packaging system. • 3 touch points (eg. ad, web page, commercial, etc) <p>A full project brief is supplied on Blackboard in the Assessment Folder.</p>												
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7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

This course requires some commercial software or hardware which is provided at USC campuses for student use. If you elect to do this course online, you may either; attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au