Advanced Packaging & Label Design Course

This advanced course is designed for those who want to elevate their packaging and label design skills to a professional level. The course provides a deep dive into various types of packaging and label designs, as well as the practical tools needed to create visually striking, functional packaging solutions for a variety of products.

Prerequisites

- **Software Requirements:** Adobe Illustrator (AI) and Adobe Photoshop (PS).
- **Basic Knowledge:** Familiarity with graphic design principles such as alignment, spacing, and color theory, as well as proficiency in using Adobe software.

Course Overview:

- **Course Duration:** 7 Weeks
- **Class Time:** Evening Sessions
- **Class Duration:** 80 Minutes per Session

Module Breakdown:

Module 1: Introduction to Packaging Design

- Overview of packaging design and its importance in the retail and product industry.
- Exploring the scope of packaging design and how it impacts branding, sales, and user experience.
- Types of packaging designs and materials used, from cardboard to plastics and eco-friendly options.
- Key packaging terminologies such as sizes, dielines, creasing lines, bleed areas, and preparing printing files for production.

Module 2: Label Design

- Different types of label designs and their practical uses in the market.
- Determining the right sizes and dimensions for labels based on product packaging.
- Key instructions for designing labels with proper background, font choices, and color balance.
- Step-by-step process of creating professional and effective label designs using Adobe Illustrator and Photoshop.

Module 3: Box Design

- **Simple Box Design**: Understanding basic box structure and design elements.
- **Hanging Box**: Techniques for designing packaging that can be displayed on shelves or hooks.
- **Sleeve Box**: Design principles for a sleeve-style box and its applications.
- **Snap Locked Box**: Crafting secure, functional box designs with snap-lock closures.
- **Mailer Box**: Designing mailer boxes for e-commerce packaging.
- **Shipping Box**: Best practices for designing durable shipping boxes.

Module 4: Mockups & Project Presentation

- How to download and use mockups for showcasing packaging designs.
- Searching for suitable mockups and tools to bring your design to life.
- Tips for preparing your final design and creating a polished project presentation.
- Real-world techniques for presenting your designs to clients or for portfolios.

Module 5: Personal Branding & Client Communication

- Essential instructions for building your personal brand as a designer.
- Best practices for client communication, understanding client needs, and presenting ideas effectively.
- Navigating client feedback and how to manage client relationships in a professional setting.

Course Details:

- **Software Required:** Adobe Illustrator (AI), Adobe Photoshop (PS)
- **Class Format:** Recorded Lectures available for flexible learning.
- **Assignments:** Real-world, project-based assignments to develop your practical skills.
- **Support:** Personalized guidance and project assistance throughout the course.
- **Mockups:** Free access to premium mockups for project presentations.

Additional Features:

- **Recorded Lectures** to review material at your own pace.
- **Assignments Based on Real-World Projects** to ensure practical experience in the industry.
- **Personal Support & Project Guidance** for tailored assistance throughout your learning journey.
- **Free Premium Mockups** to enhance your presentations and portfolio.

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