

Packaging & Label Design Course

This comprehensive course is designed to equip you with the skills to create visually captivating packaging designs that not only meet aesthetic standards but also satisfy the functional requirements of demanding clients. By the end of this course, you will be proficient in the art and science of packaging and label design, using industry-standard software.

Prerequisites

- Software Requirements: Adobe Photoshop and Adobe Illustrator
- Basic Knowledge: Familiarity with graphic design principles, such as alignment, spacing, and color theory.

Course Overview:

Course Duration: 7 Weeks

Class Time: Evening Sessions

Class Duration: 80 Minutes per Session

Module Breakdown:

Module 1: Introduction to Packaging Design

- Understanding the role of packaging in marketing and branding.
- Exploring the scope of packaging design and its impact on consumer perception.
- Overview of various types of packaging designs and materials used in the industry.

Module 2: Packaging Terminology

- Key terminologies in packaging design, such as sizes, dielines, creasing lines, and bleed areas.
- Preparing printing files for production.

Module 3: Label Design

- Understanding different types of label designs and their applications.
- How to determine proper sizes for labels based on product dimensions.
- Step-by-step guide to creating effective label designs.

Module 4: Box Design

- Exploring the various types of boxes (e.g., folding cartons, rigid boxes) and their uses.
- How to accurately measure and determine box sizes.
- Designing custom box dielines.
- Techniques for creating visually appealing and functional box designs.

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