

# Professional Program in Packaging Graphics & Production Art

Organized Curriculum | 15 Modules | Foundation to Capstone



Foundation

Technical

Process

Quality

Career

## 01 History of Graphic Design

Introduction • State of the Industry • Future of Design

FOUNDATION

## 02 Graphic Design Fundamentals

Typography • Color • Layout Fundamentals • Images • Legal

FOUNDATION

## 03 Packaging Fundamentals

Roles & Functions • History • State of the Industry • Future of Print

INDUSTRY KNOWLEDGE

## 04 Printing Method

Flexography • Offset • Dryoffset • Gravure • Digital • Post Press

TECHNICAL

## 05 Substrate

Cartons • Flexible Packaging • Metal & Glass • Plastic • Sustainable

MATERIALS

## 06 Packaging Design Workflow

Branding • Development • Brief • Research • Prototype • Preflight

PROCESS

## 07 Technical Essentials

Overprint • Knockout • Barcodes • Bleed • Imposition • Screen Angles • TIC

TECHNICAL

## 08 Diecut & Technical Dieline

Anatomy of Dieline • Function & Purpose • Draw Dieline

TECHNICAL

## 09 Hands-on Workshop

Artwork Creation – Common type of Packaging Label

ARTWORK CREATION

## 10 Artwork Review & Critique

Peer review evaluation session on any type of Packaging Label

INDUSTRY KNOWLEDGE

## 11 Project Management

Project Management Essentials • Problem-Solving • Administrative

PROFESSIONAL SKILLS

## 12 Quality Excellence

First-Time-Right Mindset • RCA (5 Whys) • COPQ • General Checklist & Inspection

QUALITY



## MODULE 13 – CAPSTONE PROJECT

### Practical Application

Design Snack bar & Pouch label • Draw Dieline • Apply Technical Specs • Quality Inspection • Review & Feedback Session

## MODULE 14 – WHAT'S NEXT?

Building Portfolio • Networking • Training & Continuous Improvement • Basic Communication • Technical & Management Opportunities

## MODULE 15 – GRADUATION DAY

E-books • Giveaways  
Closing Ceremony • Speech & Message

**Knowledge-Check Validation:** Majority of modules include a quiz to reinforce learning and validate comprehension before progressing.