

PACKAGE DESIGN, MS

The MS in Package Design, a degree first offered in 1966, educates students from diverse cultural, professional, and educational backgrounds in design thinking, technical skills, collaborative abilities, academic knowledge, and managerial competence. While focusing on creative problem-solving, the curriculum is industry-oriented. Graduates enter the professional world with an outstanding body of work, prepared to become innovative leaders in the field of package design.

The MS in Package Design is an initial master's degree that offers students structured courses on the decision-making process for new product and package development, featuring direction in package design, typography, brand development, marketing, structural packaging, packaging technology, fragrance packaging, and the business aspects of the package industry.

The MS in Package Design is a full-time program with classes offered during the day as well as some evenings for the convenience of students. A minimum of 48 credits, completed within two years of study, is required for the MS Package Design degree. Students accepted typically hold undergraduate degrees in graphic design or related design fields, such as industrial and interior design, architecture, fine arts, and media arts. We also welcome applicants from non-design fields including communications and journalism, business, liberal arts, and the sciences. Up to 6 credits of qualifying courses may be required for applicants who do not meet all entrance standards but whose applications indicate a strong aptitude for graduate study. A portfolio review is required for admission.

The MS in Package Design program educates students in creative discipline, technical skills, collaborative abilities, academic knowledge, and managerial competence. The comprehensive capstone thesis project demonstrates professional competence and includes extensive research, project formulation and production, and process documentation.

Learning outcomes of the MS Package Design degree:

- Advanced professional competence, demonstrating depth of knowledge and achievement, in a well-developed, defensible, and significant body of work
- Advanced capabilities with technologies, demonstrated in the creation, dissemination, presentation, documentation, and preservation of work
- The ability to think and plan independently
- An awareness of current issues and developments in package design and communications design and the basic desire, ability, and potential to contribute to the expansion of the field

Course	Title	Credits
Semester 1		
DES-604	Typography	3
DES-620	Design Systems	3
DES-625	Visual Perception	3
DES-630	Packaging Design I	3
Credits		12
Semester 2		
DES-628	Structural Packaging	3
DES-633	Prototyping and Production	3
DES-634	Sustainability and Design	3

HAD-641	Origins of Contemporary Communication Design	3
Credits		12
Semester 3		
DES-631	Packaging Design II	3
DES-645	Cross-Platform Design	3
DES-690	Capstone Research	3
Elective		3
Credits		12
Semester 4		
DES-640	Design Management	3
DES-655	Packaging and the Retail Space	3
DES-695	Capstone Project	3
Elective		3
Credits		12
Total Credits		48

Prerequisite Courses

(only if required upon acceptance)

Code	Title	Credits
DES-601	Design Process + Methodology	3
DES-602	Design Technology	3