

ID 4863

Rev. 3/10/2026

Course Prefix: ID

Course Number: 4863

Course Name: Packaging Design

Semester: (SU)

Academic Year: 2026-2027

Instructor Information

Instructor: Courtney Garvin

Email: Courtney.garvin@design.gatech.edu

General Course Information

Course Description:

In this hands-on course, students will explore the art of packaging design, learning how to translate a product's essence into a visual story from concept to execution. Emphasis will be placed on creating packaging that captures sensory experiences, reflects brand identity, and meets FDA legal requirements. Beginning with the concept of a chocolate bar, students will develop a deep understanding of how to convey flavor and product characteristics through design, considering both 2D and 3D elements of branding. By the end of the course, students will have crafted a compelling visual presentation of their product, showcasing their design process and final packaging.

Course Learning Outcomes:

Upon completion of the course students are expected to demonstrate knowledge, skill and abilities in the following areas:

- Apply fundamental design principles to packaging, including typography, color theory, composition, and branding.
- Translate sensory and brand qualities into visual packaging elements.
- Demonstrate basic proficiency in Adobe Illustrator, Adobe Photoshop, Fusion 360, and KeyShot.
- Understand legal and regulatory requirements related to packaging design.
- Create a complete packaging design including brand concept, 2D packaging, and 3D product renderings.
- Present their work in a professional format, including a final presentation of the design process and outcomes.

Required Course Materials:

- Adobe Creative Suite (Illustrator, Photoshop)

- Fusion 360 and Blender
- Paper and pens/pencils for sketching

Grading Policy:

Course grades will be based on attendance, participation, assignments and projects; according to the following grading distribution:

4 Project Check-ins	40%
4 Weekly Discussions	15%
Attendance & Participation	15%
Final Project	30%
Total	100%

Grade Scale

- A 100%-90%
- B 89%-80%
- C 79%-70%
- D 69%-60%
- F <60%

Course Policies

Attendance Policy:

This class is designed for students to become active participants, so it's vital that all students attend each class session and are fully engaged in all class activities. This means that you'll need to do more than just show up at the appointed time and place—you'll also need to come to class prepared to participate.

Please attend every scheduled meeting on time. That said, if you are exhibiting any symptoms of illness (fever over 100.4 F, coughing, nausea, etc.), please stay home to rest, seek medical attention if appropriate, and contact me as soon as possible. Excessive lateness and absences (3 or more per semester) can negatively impact your final grade outcome. If you have extenuating circumstances, I will try and work with you to address

those challenges. Please communicate early and often if you are struggling with issues that may call for accommodations.

Criteria for Successful Completion and Acceptable Student Conduct:

Creating an engaging and productive class experience is the responsibility of both the instructor and the students involved. To ensure you are getting the most out of our class and contributing positively to our learning environment, please be mindful of the following:

1. Please create a habit of checking your GT e-mail and Canvas daily. Important class announcements and information will be posted to Canvas, and you want to make sure you're fully equipped for success.
2. Grades will be posted to Canvas throughout the semester. It is your responsibility to keep track of your submitted assignments and grade progress throughout the semester. If something seems missing or off to you, please reach out to me to discuss.
3. ID 4863 is designed to be informative, helpful, and fun! However, the class is graded and does carry one credit towards your degree. For that reason, it is important that all assignments you submit be high quality. Please double check your work for spelling, capitalization, and grammatical errors. This practice is also good for creating a habit of professionalism.
4. You can expect that as your ID 4863 instructor, I will come to class each day ready to engage you in learning about Georgia Tech and learning how to be successful academically and professionally. Each session will be structured to encourage your active participation, so please come prepared to participate and contribute to the class.
5. To ensure everyone feels safe, heard, and able to learn in our class, please demonstrate appropriate classroom behavior at all times. This means that you should speak and act in a respectful manner towards your classmates, your Team Leader, and your instructor. To review the Student Code of Conduct, please visit <https://policylibrary.gatech.edu/student-life/student-code-conduct>Links to an external site.

Academic Integrity Statement:

ID 4863 is a class based in your own discovery, exploration, and reflection of what you want your time at Tech and professional life to be. Unpacking your thought processes based on information you acquire through campus resources is a major component of the assignments. Therefore, the use of AI is strongly discouraged. If you wish to use AI as part of your brainstorming process, that is fine; however, per the Georgia Tech Honor Code, no work produced via AI should be submitted as your own. If you have questions about what constitutes acceptable use, please see the instructor.

The Georgia Tech Academic Honor Code applies to all work submitted in this course. To review the Honor Code, please visit <https://policylibrary.gatech.edu/student-life/academic-honor-code>.

Accommodations for Students with Disabilities:

If there are aspects of the instruction or design of this course that result in barriers to your inclusion or accurate assessment of achievement, please notify me as soon as possible so we can resolve the issue. Students with disabilities should also contact the Office of Disability Services (ODS), whose purpose is to collaborate with students, faculty, and staff to create a campus environment that ensures all students have an equal opportunity to access the Georgia Tech community. ODS can be reached at 404.894.2563, dsinfo@gatech.edu, or disabilityservices.gatech.edu

Please contact me ahead of time to discuss any issues related to disabilities. I am happy to work with you.