BRAND IDENTITY AND PACKAGE DESIGN (CERTIFICATE)

Art, Design and Performing Arts

Program website (https://www.harpercollege.edu/academics/arts/graphic-arts/)

Program Overview

This 30 credit-hour certificate program is designed to provide students with the skills to gain marketing, creative and a manufacturing understanding of packaging and brand identity skills and design materials for the packaging and branding industry. This program covers graphic design, computer graphics, packaging-specific software (Esko), marketing and finishing needs and the production skills of good package design to get a product to market.

Program Requirements

Code	Title	Hours
Required		
GRA 101	Introduction to Graphic Arts Design and Media I	3
GRA 102	Graphic Arts Design & Media II	3
GRA 103	Photoshop I	3
GRA 112	Illustrator I	3
GRA 120	Graphic Design I	3
GRA 213	Packaging, Finishing and Distribution	3
GRA 214	Illustrator II	3
GRA 118	Universal Design for Accessibility	3
GRA 222	Brand Identity & Package Design	3
GRA 233	Integrated Digital Printing	3
or GRA 250	Graphic Arts Business Workshop	
Total Hours		**30**

Program Learning Outcomes

- Identify foundational graphic design principles and how they apply to packaging visuals.
- Construct 3D packaging structures like folding cartons, bags, and labels.
- Generate marketing and branding strategies as they relate to package design.
- Distinguish between packaging substrates and structural implications (how material choice affects design).
- Create package prototypes and prepare production-ready files that meet manufacturing standards.
- Develop skills in prepress production — preparing digital files correctly before printing and manufacturing.

Gainful Employment

Harper College provides Gainful Employment information to comply with the U.S. Department of Education.