ARTS 4391.001 Packaging Design

Fall 2012
Professor:
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Office Hours:
Tuesday & Thursday
3:30 pm to 5:30 pm
CA 208

Printing Lab
CA 206A
Hours of Operation:
Tues & Thurs
3:30 to 5:30 pm or
during your class time

Work Lab:
CA 201
Open 8 am to 11 pm

course description

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. This course focuses three-dimensional packaging design as it applies to various surface types.

course objectives & purpose

• Think critically about human interaction with packages
• Create packaging projects that reflect a diverse skillset
• Research historical packaging practices
• Understand the relevance of packaging to visual communication
• Understand the connection to visual and brand identity through packaging design techniques.

course pre-requisites

ARTS 3360 & ARTS 3361 & ARTS 2361 is a prerequisite for this course. Students should have a general understanding of Adobe software applications. Students should also be familiar with the Macintosh interface. Students should be familiar with history of graphic design, typography and mounting procedures. If this is not the case, and you have not taken ARTS 3360, 3361 and ARTS 2361, please meet with me during office hours or schedule a time on Friday.

required current magazines

(1) Issue of Communication Arts Magazine
(1) Issue of Archive Magazine
(1) Issue of CMYK Magazine

reference texts

Pantone Guide to Communicating with Color by Leatrice Eisemann

Adobe Illustrator Classroom in a Book
Adobe Photoshop Classroom in a Book

required materials

Portable media: Jump drive/USB drive. At least 1 GB

grading opportunities

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

Major projects will total 90 points of your final grade. Class participation/in class assignments will total 10 points of your final grade.
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major projects

There will be three major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project.

CLASSROOM POLICIES

late work

This class will be run as a professional practice agency. Deadlines must be met in the industry or else you lose the job. In the classroom, no late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

class participation

You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

studio work time

We share CCH 231 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

cell phones

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

e-mail addresses

You must now use the University assigned e-mail address. If you have not activated this email, please see the help desk to do so immediately.

social networking

MySpace and Facebook as well as email is not allowed during lecture or studio work time. These can be used during break times. If you are on these media during an inappropriate class time, you will be automatically deducted points for your current assignment without any notice from me.

*Notice to Students with Disabilities: Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

ADVISING

The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.
**Class Schedule ::** This schedule is tentative and may change at any time at my discretion

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### Week One

**Introduction, Syllabus, Course Overview.**
- Handouts for review and reference
- Lecture :: Packaging Campaigns
- Look at several case studies
- Field Trip

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### Week Two

- Discuss project one, labeling design
- Meet with client (on-site at client location)
- Break into creative groups
- Write design brief
- Define target audience
- Present design brief to client
- Define timeline for project

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### Week Three

- Lecture :: Good vs Bad Design
- Work in class on project
- In Class critique of progress
- Send PDFs of progress to client

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### Week Four

- In Class critique of project
- Begin to finish project
- Meet with client for final tweaks
- Print in class
- Work in groups to prepare presentations
- Present to client in UC

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### Week Five

- Recap of project one. Challenges?
- Discuss project two :: Box creating
- Lecture :: Folds
- Lecture :: Scoring and cutting
- Begin work on project two
- Define TA
- Write design brief
- Establish document in InDesign

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### Week Six

- Continue to work on project two
- Present design ideas to class for feedback
- Compile imagery for layout/cover, etc
- Begin to layout pieces in studio time

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### Week Seven

- Continue with layout of project two
- In Class critique
- Mock up due
- Work in studio this week to make headway on project

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Week Eight

- In Class critique of progress
- Print outs in black and white
- Guest designer in class to critique your progress
- Prepare files for printer

Week Nine

- Print project two
- Mock Up
- Practice presentation techniques
- Present to panel of professionals
- Recap of project two
- Discuss project three :: Packaging Design
- Determine client for packaging design
- Lecture :: Packaging Design practices (review)
- Lecture :: Making a Box (folding, scoring and designing)

Week Ten

- Continue work on project three
- Complete die for box design in Illustrator
- Print out die and test with mock up
- Begin graphics in Illustrator
- Work in class studio time

Week Eleven

- Continue work on final project
- In Class critique of progress
- Studio work time all this week
- Bring in packaging subject to class
- Test subject in the mock up package

Week Twelve

- Project three should be 60% complete
- Continue to work in class
- Professional guest to critique your work
- By end of week, work should be at 80% complete

Week Thirteen

- Project three should be 90% complete by the end of this week
- Final In Class critique
- Prepare presentation to professional panel
- Make any necessary prints in class
- Begin putting final piece together
Week Fourteen

• Finish project
• Present to professional panel in UC on final exam day

Graded Activity

Major Project One
Label Design
Students will work individually to create compelling label design for beverage, food, or product design. Minimum of 3 labels required.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
Process: 5 pts
Technical Work: 10 pts
Overall Design: 10 pts
Presentation to Client: 5 pts

Major Project Two
Box Design
Design 3-dimensional box package from scratch. Cut, score, fold. Apply graphics to boxes. Minimum 2 boxes required.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
Process: 5 pts
Technical Work: 10 pts
Overall Design: 10 pts
Presentation to Client: 5 pts

Major Project Three
Series Design
Each student will re purpose a current packaging design series. Students have a choice as to what product they would like to re purpose. Must complete at least (6) finished, professional pieces and turn in (1) professional photograph of the packages

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
Process: 5 pts
Technical Work: 10 pts
Overall Design: 10 pts
Presentation to Client: 5 pts

Other graded work will include up to 3 in-class assignments that will practice design techniques as may arise in the classroom.