**ARTS 4391.001 Packaging Design**

Summer 2013  
Professor: Nicholas McMillan  
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**Office Hours:**  
Tuesday/Thursday  
4 to 6 pm  
FC253A

**Printing Lab**  
ca 206A  
Hours of Operation: during your class time

**Work Lab:**  
ca 201  
Open 8 am to 11 pm

**Blog:**  
http://arts4391-mcmillan.blogspot.com

**Meeting Time:**  
MTWR: 12–3:45 pm  
CA 112B

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**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.*

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**learning outcomes**

- Think critically about human interaction with packages  
- Create packaging projects that reflect a diverse skill set  
- Research historical packaging practices  
- Understand the relevance of packaging to visual communication  
- Understand the connection to visual

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**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.

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**required texts**

*Package Design Workbook: The Art and Science of Successful Packaging* by Steven DuPuis & John Silva  
*1,000 Package Designs (mini): A Comprehensive Guide to Packing It In (1000 Series)* Edited by Grip

*you may find these at amazon.com. Please order these texts on the first day of class. You are expected to have these in hand one week from today.

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**reference websites**

www.thedieline.com  
www.lovelypackage.com

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**required materials**

Portable Hard Drive (recommended).  
Use of a USB (at least 1GB) drive is acceptable, however if the drive fails or is lost, you are still responsible for meeting all deadlines.  
DropBox Account (free)  
* See blog for additional supplies as needed
grading opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
Please see last page of syllabus for detailed grade break down.

CLASSROOM POLICIES
late work
This class will be run as a professional organization. Deadlines must be met in the industry, therefore 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 and 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 4 absences (so absence #5) will drop your grade one letter.

professionalism
Cell Phones
Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones
Headphones are not permitted in class. (exceptions will be made on working days)

studio work time
We share CCH 209 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 209. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

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

social networking
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, points will be automatically deducted from your participation/professionalism grade 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.
ARTS
4391.001 Packaging Design

**class schedule :: this schedule is tentative and may change at any time at my discretion**

### Week One

**In Class**
- Introduction, Syllabus, Course Overview.
- Discussion :: What is packaging design?
- Discussion :: Three Dimensional Design
- Discussion :: Rapid Prototyping

**Assignment :: Project 1**
- Creating Dummies
- Work Days
- WIP Critiques

**Homework**
- Purchase books
- Sketches
- Prepare for WIP Critiques
- Readings

### Week Two

**In Class**
- Discussion :: Photographing Products & Good Practices
- Discussion :: Types of packaging
- Discussion :: Materials and Containers
- Discussion :: Deconstruction in order to Construct
- Work Days
- Class Critiques
- Final Critique

**Homework**
- Prepare for WIP Critiques
- Pictures of Good/Bad Packaging
- Finalize First Project

### Week Three

**In Class**
- Discussion :: Good/Bad Packages :: Review Student Photos
- Discussion :: Designing for a specific store/brand
- Discussion :: What’s in a Name?
- Discussion :: Designing for various Elements
- Field Trip/Discussion :: World Market
- Assignment :: Project 2
- Working Days

### Homework
- Sketches
- Name development
- Branding/Design Development
- Mood Boards

### Week Four

**In Class**
- Discussion :: Brand Systems
- Discussion/Review :: Student Design Ideas
- Working Days
- Individual Critiques with Professor

**Homework**
- Rapid Prototypes
- Design reviews
- Preparing for WIP critiques
- Creating Working Design Dummies

### Week Five

**In Class**
- Discussion :: Selling Your Design
- Discussion :: What Sells?
- Working Days
- Small Group/Class Critiques

**Homework**
- Finalize Design
- Work on assigned project

### Week Six

**In Class**
- Working Week
- Individual Critiques

**Homework**
- Complete and shoot finished design for Project 2
Grading Opportunities

**Project One (25%)**
Students will be asked to analyze and redesign an existing piece of packaging.

**Project Two (50%)**
The second project of the quarter will be to create a new and unique set of products to be sold under the World Market brand name. Students will be asked to complete various forms of packaging while creating a group of products that look and feel as if they are from one family.

**Good/Bad Packaging (15%)**
Students will be asked to photograph examples of what they feel are good and bad packaging designs. These photos will be reviewed and discussed in class. Students are expected to be able to describe why they feel the packaging is either good or bad using appropriate design language (not it’s pretty, or I think it’s cool).

**Professionalism (10%)**
Professionalism is assessed throughout the semester and is based on appropriate attire, in-class use of time, arriving to class on time, staying for the complete length of the class, etc.