Course Description

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. Focusing on three-dimensional packaging students will learn how design applies to various surfaces, products and audiences. Prerequisites: GRDS 1301, 1302, 2301, 2302

Student Learning Outcomes

• The student will create effective thumbnail sketches, roughs, computer comps, and final mock-ups that realize the potential of the design concept.

• The student will illustrate the effectiveness of packaging and display design through increased awareness of marketing design strategies by critically thinking about human interaction with packages.

• The student will demonstrate the ability to use typography and imagery to create compelling packages and displays that communicate effectively and persuade the target audience.

• The student will diagnose the relevance of packaging to visual communication and solve business problems with creative and innovative three-dimensional design solutions that are appropriate and powerful.

Email

You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.

• Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.

• Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.

• E-mail communications should be about class business.

• Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Required Texts

Package Design Workbook: The Art and Science of Successful Packaging by Steven DuPuis, John Silva

Recommended Texts

Designing Sustainable Packaging by Scott Boylston

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free).

Attendance, Participation, & Grading

Attendance is recommended for your success and will be recorded during each class session.

• Four (4) absences will result in the drop of a single letter grade for the semester.

• Arriving late to class on three (3) occasions will result in the recording of one (1) absence.

• Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.

• Leaving early will result in a half absence.

Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

How will I grade?

Each project will be graded on three factors:
1) discussions, critiques, and other class participation;
2) your creative process; and 3) the final artifact.

Please see last page of this syllabus to see the projects you will be completing this semester.
Grading Scale

Attendance
Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

Late Work
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 concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

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 during lectures/presentations by either the professor or your classmates.

Studio Work Time
We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects.

Academic 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
Students who feel they have 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. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website (http://cla.tamucc.edu/about/student-resources.html). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
# GRDS 3305

**Fall 2016 // Packaging Design**

**GRDS 3305.001**

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**Week One**

**In Class**
- Introduction, Syllabus, Course Overview.
- Discussion :: What is packaging design?

**Homework**
- Purchase books

**Week Two**

**In Class**
- Discussion :: Three Dimensional Design
- Assignment :: Project One

**Homework**
- Sketches

**Week Three**

**In Class**
- Discussion :: Rapid Prototyping
  - Creating Dummies

**Homework**
- Readings

**Week Four**

**In Class**
- Work Days
  - Discussion :: Photographing Products & Good Practices

**Homework**
- Readings
  - Prepare for WIP Critiques

**Week Five**

**In Class**
- Discussion :: Types of packaging
  - Working week

**Homework**
- Assignment :: Pictures of Good/Bad Packaging

**Week Six**

**In Class**
- Discussion :: Good/Bad Packages,
  - Review Student Photos
- Discussion :: Designing for a specific store/brand

**Homework**
- Finalize First Project

**Week Seven**

**In Class**
- Monday
  - Class Critique Project One
  - Discussion :: What’s in a Name?
  - Discussion :: Designing for various Elements
  - Assignment :: Project Two

**Homework**
- Sketches
  - Name development

**Week Eight**

**In Class**
- Field Trip/Discussion :: World Market
- Discussion :: Brand Systems

**Homework**
- Branding/Design Development
  - Mood Boards

**Week Nine**

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

**Homework**
- Rapid Prototypes

**Week Ten**

**In Class**
- Discussion :: Developing Personas
  - Discussion :: Keeping track of your process

**Homework**
- Write Individual and Design Personas

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**Class Schedule**

This schedule is tentative and is subject to change.

**Nancy Miller**

Nancy.Miller@tamucc.edu

o: 361-825-2503

tamuccdesign.wordpress.com

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**Office Hours**

M/W 12–230pm

**Meeting Time**

Bay Hall 223A

Bay Hall 234
class schedule: this schedule is tentative and is subject to change

Week Eleven

In Class
  Working Week

Homework
  Preparing for WIP critiques
  Creating Working Design Dummies

Week Twelve

In Class
  Discussion :: Selling Your Design
  Small Group/Class Critiques

Homework
  Finalize Design
  Work on assigned project

Week Thirteen/Fourteen

In Class
  Discussion :: What Sells?
  Working Days
  Small Group/Class Critiques

Homework
  Complete and photograph finished design for Project Two

Week Fifteen

In Class
  Class Critique :: Project Two
  Hand in Process Books
Grading Opportunities

**Good/Bad Packaging (10%)**

Students will be asked to photograph examples of what they feel are good (3) and bad (3) 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).

**Project One (20%)**

Students will be asked to create a series of preexisting packaging forms out of poster board.

**Project Two (40%)**

The final project of the semester will require students to purchase an item whose packaging they feel should be recreated. The student is responsible for researching, creating prototypes, designing, photographing and defending their new packaging solution.

**Personas (15%)**

**Individual Persona:** Used prominently in the design industry, personas allow designers to create a report that outlines a member of a larger group. By creating this document, we are able to remain aware of our target audience and their specific needs.

**Design Persona:** Based on the same model specifying your target audience, this persona will help you give your design a specific personality. We will be discussing how emotion plays a pivotal role in the success of design.

**Process Book (15%)**

For your second project, you will be asked to maintain an up-to-date process book containing all research, sketches, patterns, prototypes, process photographs, articles, color studies, etc. Your process book should be well organized in a 1.5 inch black binder with plastic sleeves and dividers.