Professionalism
Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work
No late work is accepted. Due Dates are clearly outlined on the syllabus.

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
Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.
- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Studio Work Time
We share BH 234 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 BH 234. Therefore, you must make the most of your time in the studio. The Think Tank 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.
Email 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
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disability Services
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.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 9, 2018 is the last day to drop a class with an automatic grade of "W" this term.

Grade Appeals
As stated in University Procedure 13.02.99.C2.03, 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 Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean's
office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.
- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
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- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

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.

Course Objectives & Purpose
- 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.

Course Pre-Requisites
Prerequisites: GRDS 1301, 1302, 2301

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

Suggested Texts
Designing Sustainable Packaging by Scott Boylston

Required Materials
- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox Account (free)

Class Work Time
We will meet in The Graphic Design Lab, Bay Hall 234, for our lectures. We also have some work in class time scheduled. You are expected to work during these hours to complete assignments and critiques. If you need additional utilizing University hardware, please work in the Think Tank if the Lab is occupied.
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 90 points of your final grade.
- Class participation will total 10 points of your final grade.

Good/Bad Packaging (5 pts)
Students will be asked to compile examples of what they feel are good (3) and bad (3) packaging designs. Each image must be accompanied by a paragraph describing why they feel the packaging is either good or bad using appropriate design language and terminology.

Project One (10 pts)
Students will be asked to design panels on a provided dieline for 2 small products. The students will construct and present their rapid prototypes in class.

Project Two (55 pts)
- Project Two Research (10 pts)
  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.

  Brand 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.

- Project Two Process Book (10 pts)
  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, mood boards, etc. Your process book should be well organized in a 1 to 1.5 inch black binder with plastic sleeves and dividers.

- Project Two Final Artifacts and Pitch (35 pts)
  The final project of the semester will require students to create an original packaging series. The student is responsible for researching, creating prototypes, designing, photographing or mocking-up and defending their new packaging solution.

Label Design (10 pts)
Research consumer products or goods online or in-store and choose any 2 product labels that you feel need a design overhaul. Using Adobe Creative Suite, improve the front-facing or main area of the product label only with an elevated, more appropriate design. Present each design flat and mocked.

  May be repeated for Bonus Points (5 pts.)

Test (10 pts)
Test on reading material

Class Participation (10 pts)
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1 AUG 27/29 :: Introduction, Syllabus, Course Overview.
Monday
Introduction, Syllabus, Course Overview.
Exercise :: Packaging 3D to flat
Homework
Purchase books
Read :: Five Things Product Packaging
Wednesday
Discussion :: What is Packaging?
Homework
Bring 1 Good & 1 Bad Package example to next class

WEEK 2 SEPT 5 (SEPT 3 Labor Day Holiday)
Wednesday
Review Good/Bad Examples
Discussion :: Three Dimensional Design
Homework
Readings :: pp. 22, 65-75
Readings :: pp. 104-119

WEEK 3 SEPT 10/12
Monday
Discussion :: Types of packaging
Assignment :: Good/Bad Packaging Case-studies
Homework
Good/Bad Packages case studies
Wednesday
Due/Discuss :: Good/Bad Packaging Case Studies
Exercise :: Prototyping milk carton
Discussion :: Rapid Prototyping/Creating Dummies
Homework
Readings :: pp. 136-145

WEEK 4 SEPT 17/19
Monday
Assignment :: Project One (milk & soup)
Wednesday
Work Day
Homework
Readings :: pp. 76-104, Project One

WEEK 5 SEPT 24/26
Monday
Discussion :: Photographing Products & Good Practices – Guest Speaker
Homework
WEEK 6 OCT 1/3

Monday
Discussion :: Designing for a specific store/brand
Discussion :: Designing for various elements

Homework
Finalize Project One

Wednesday
Final Work Day / Prototyping

Homework
Finalize Project One

WEEK 7 OCT 8/10

Monday
Due/Present :: Class Critique Project One
Assignment :: Project Two

Wednesday
Discussion :: Keeping track of your process
Discussion :: What’s in a Name?

Homework
Mind Mapping
Name development
Reading :: pp. 44-51

WEEK 8 OCT 15/17

Monday
Discussion :: Product Names & Creative Brief
Discussion :: Developing Personas

Homework
Personas/Brand Development
Creative Briefs

Wednesday
Discussion :: Moodboards

Homework
Moodboards

WEEK 9 OCT 24/26

Monday
Discussion :: Brand Systems
Working Week :: Research Phase

Wednesday
Field Trip/Discussion :: World Market

Homework
Review Skillshare Tutorial
Readings :: Skim Case Studies pp. 146-235
Test next week
WEEK 10 OCT 29/31
Monday
   Due :: Personas/Creative Briefs
   Due :: Final Moodboard
   Discussion/Review :: Student Design Ideas/Briefs
Wednesday
   Test on Reading Assignments
   Working Day :: Project Two
  Homework
   Preparing for WIP critiques

WEEK 11 NOV 5/7
Monday
   Assignment:: Label Redesigns
   Working Day
Wednesday
   Working Day Project Two & Labels
  Homework
   Prepare for WIP critiques
   Creating Working Design Dummies

WEEK 12 NOV 12/14
Monday/Wednesday
   Discussion :: Selling Your Design, POP
   Small Group/Class Critiques Project Two
  Homework
   Finalize Design
   Work on assigned projects

WEEK 13 NOV 19 (NOV 21 No Class. Happy Thanksgiving)
Monday/Wednesday
   Discussion :: Presenting Final Packages / The Pitch
   Class Critiques :: Label Redesign
  Homework
   Finalize Design
   Work on assigned projects

WEEK 14 NOV 26/28
Monday
   Due :: Label Redesigns, Turn in digital flat and mock-up files
Wednesday
   Project Two Progress Check & Working Days
   Project Two Pitch Deck Check In
  Homework
   Complete design for Project Two for Individual Critique with Professor next class
WEEK 15 DEC 3/5

Monday
  Individual Critiques with Professor :: Project Two
  **Due ::** Hand in Process Books

Wednesday
  Final Working Days/Prototyping
  Review Pitch Deck with Professor

*Homework*
  Refine & photograph finished design for Project Two

**FINAL**

  **Due ::** Class Critique :: Project Two Pitch
  **Due ::** Hand in .pdf of pitch presentations, pkg series flat files & series photos or mock-ups