#### New ImageCourse Syllabus

**Course Number:** GD3394

**Course Title:** Package Design

**Class Meetings:** Thursdays from 8:00 am to 12:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** Daniel Von Nydeggen

**Email Address:** dvonnydeggen@edmc.edu

**Phone:** 917-715-5584

**Instructor Availability Outside of Class:** Thursdays from 12:00 PM - 1:00 PM and by appointment

## **Package Design**

**Course Description:**  
The focus is on package-branded products. Students will focus on
revitalizing existing brands as well as developing new brands based
on development of identity and packaging applications

**Course Focus:**  
This class will build upon the foundation tools that students have
learned in *Introduction to Packaging.* Students will have
the opportunity to collaborate on team projects as well as choose a
personally meaningful brand/package design to define and redesign
for incorporation into their portfolio.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Develop a basic understanding on constructing not just a box
  but 3D structures.
* Create a graphics standards book for your mark with
  examples.
* Design an original professional mark for a company or
  product.
* Develop a basic understanding of Semiotics.
* Produce multifaceted design presentations inclusive of defining
  target audience, naming product/company.
* Effectively use clay and molding techniques.
* Recommend and apply creative solutions to design problems based
  on historical models, contemporary trends, and current
  technology.
* Sketch multiple solutions for package redesign and design
  projects.
* Produce refined black and white layouts of design
  solutions.
* Produce sketches and solutions that show conceptual design
  creativity.
* Discuss co-branding issues and examples.

**Additional Competencies:**

* Teamwork will be emphasized throughout the term. Strong effort
  at clear communication and class involvement (especially in reviews
  and critiques) will enable every student to push themselves and
  their designs farther.

**Course Prerequisite:** GD3381 Introduction to Packaging

**Required Text:** The Art and Science of
Successful Packaging by Silva, John and DuPuis, Steven, Rockport
Publishers, ©2008, ISBN: 1-59253-322-1

**Method of Instruction:** Lecture, Lab, Individual
and Group Critique

**Materials and Supplies:** Metal Ruler  
T-Square  
Pens / Pencils / Markers  
Drawing Templates (not required but helpful)  
Hot Glue or adhesive  
Foam Core Sheets (x3) at 30"x30"  
Matte Board Sheets (x7) at up to 36"x36"  
Rubber Cement  
Artist's tape (roll)  
1 X-Acto Knife  
1 Cutting mat  
Minimum 20 X-Acto blades  
1/2 ream of white paper or clean sketchbook  
Minimum 10 sheets of Bristol Board or similar cardstock paper (at
18"x24")

**Estimated Homework Hours:** 4 hours per week

**Technology Required:** Access to color printer,
scanner, digital camera, flash drive or portable hard drive

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Attendance & Participation | 10% |
| In-class Assignments & Exercises | 20% |
| Weekly Projects | 30% |
| Final Project / Examination | 40% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Additional Grading Policies:**

The success of your design and your classmates' designs has a
direct effect on everyone's grades. Participate in critiques, share
ideas and information and you'll contribute to your everyone's
academic success in the class.

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

##### Course Outline

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| --- | --- |
| **Meeting #**1  Jul 12th, 2012 | **Lecture:**General introduction, course outline, and grading policies. Discuss the role of the designer, elements and principals of Design. Design from 2D to 3D. Discussion of in-class assignment. Assignment #1: Rethink / Redesign an existing package.  **Lab:**Team packaging project based off of a song (creativity exercise). Team packaging project based on current packaging.  Assignment #1: Separate into groups and redesign a package. As a group, analyze an existing package design (breakdown of elements, corporate research) then begin individual preliminary sketches for the redesign. The project should include at least five completely different solutions. Discuss what constitutes a design "sketch."  **Homework:**Continue developing assignment. Five different layouts are due, each layout showing all necessary sides. Each group must make a research presentation (in PowerPoint or as a PDF), which will be followed by individual sketch presentations. "Song based" packaging sketches due (3 concepts). Reading Assignment & questions. |
| **Meeting #**2  Jul 19th, 2012 | **Lecture:**Group Presentations. Present individual sketches (of five different solutions). Highlight the best concept. Group and individual critiques. Lecture on research techniques. Discussion: what makes packaging good?  **Lab:**Project firings and redistribution (file swapping). Individual help.  **Homework:**Choose the best layout and revise. Complete Assignment #1 (final drawings of all sides) and prepare for in-class presentation. Start term project by picking a corporate product/brand to revitalize or reinvent. Start a creative brief (Phase I). Do in-store research, library and online data gathering. At least **two** successful phone research-related phone calls will be required, so start planning. Reading assignment & questions. |
| **Meeting #**3  Jul 26th, 2012 | **Lecture:**Presentation of digital packaging drawings. Original group reviews. Research/project discussion (student findings) continued. Packaging discussion. Cold-calls discussion: creating a script.  **Lab:**Continue Research. Individual Help.  **Homework:**  Research, make a creative brief, make at least two phone calls, and prepare a digital presentation of your Phase I findings. Be detailed! Bring materials for sketch model construction. Reading assignment & questions. |
| **Meeting #**4  Aug 2nd, 2012 | **Lecture:**Research presentations, critique and discussion.  **Lab:**Exploration of 3D forms for packaging. Develop construction technique. 3D comps to be developed using chipboard or Bristol board. Rough layout of all elements required for package. Continued: model-making workshop. Perspective tool in Illustrator.  **Homework:**  Brainstorm solutions (Phase II). Sketches exploring form and structure as well as overall look. Sketch model construction. Present a series of ideas to the class. Find 4 examples of unusual packaging. Bring them (or photos) in and discuss. Reading assignment & questions. |
| **Meeting #**5  Aug 9th, 2012 | **Lecture:**Present 3D computer sketch models and sketches. Discuss samples.  **Lab:**Further development of identity, look and feel of redesign. May use markers and/or colored pencils for graphics, colored paper, and the computer (color printouts).  **Homework:**Work on design refinement, using feedback from the critique (Phase III). 5 digitally produced comps due for in-class discussion at next session. Research packaging materials and construction methods. Be prepared to present 3 options for your project. Find 3 current packages that utilize different packaging materials to their full advantage. Start creating sketch models. Reading assignment & questions. |
| **Meeting #**6  Aug 16th, 2012 | **Lecture:**Group critique of work in progress.  **Lab:**  Die-line creation exercise. Continue work. Individual help.  **Homework:**Continue package die-line practice. Start constructing die-line elements for your project. Continue design refinement. Finish sketch models. Research complex die-lines/packaging and bring in something to share with the class. Reading assignment & questions. |
| **Meeting #**7  Aug 23rd, 2012 | **Lecture:**Discussion of student's progress. Tips and goals reviewed. Present sketch models.  **Lab:**Begin refined flat layout of best design solution, or combination of solutions. Type must be done on a computer. May use markers (tight) for graphics/illustration if desired, or do all on a computer. However, digitally produced comps on 3D forms due for in class discussion at next session.  **Homework:**  Finalize design (Phase IV), work on supporting materials. White model creation. â¨Container creation exercise. Follow handout: weekly list of deliverables. |
| **Meeting #**8  Aug 30th, 2012 | **Lecture:**Presentation of white models. Discussion of student's progress. Tips and goals reviewed.  **Lab:**Continue refinement of 2D and 3D elements.  **Homework:**  Continue design refinement. Start working on final model. Gather materials for editorial photographs. Follow handout: weekly list of deliverables. |
| **Meeting #**9  Sep 6th, 2012 | **Lecture:**Begin full-color comprehensive, to be assembled into 3D package. Must include all elements required for package. All comps to be computer generated.  **Lab:**Work on project.  **Homework:**  Finish final model. Work on presentation elements, digital, print & 3D (Phase IV). Practice presenting. You don't have to show your final presentation on week 10, but you should be able to show a strong, reasonably fleshed-out framework of all elements.Bring model and accessories for photography. Follow handout: weekly list of deliverables. |
| **Meeting #**10  Sep 13th, 2012 | **Lecture:**Review student progress. Dry run of presentations. Turn in final models for photography.  **Lab:**Continue work on final comprehensive.  **Homework:**Complete project. Follow handout: weekly list of deliverables. |
| **Meeting #**11  Sep 20th, 2012 | **Lecture:**Presentation and critique of final comprehensive.  **Lab:**  Discussion. Photographing final projects.  **Homework:**None |