

ART 433

PACKAGE DESIGN

FALL 2021 // T&TH 9:35 AM - 12:15 PM

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[Course Description]

Techniques and aesthetics of package design.

Credits: 3.0; *Pre-Reqs:* ART 131 & ART 330 + Permission of Instructor

Coursework includes but is not limited to:

Building and creating physical packages by self-generated and stock die-lines and templates; Observing packaging trends and designs around you; Quizzes based on package design history, strategies, and production techniques; Researching marketing objectives, structural integrity and display aesthetics.

[Objectives]

Students will be able to...

1. Demonstrate understanding of the role of packaging in regards to package design history, product identification, presentation, and production.
2. Understand the unique challenges of adapting typography, psychology of color, illustration, design and materials to three-dimensional forms and digitally rendering 3-D models.
3. Identify package design practice and apply those strategies through concept and ideation.
4. Create and build packages by hand via die-lines and templates.
5. Create a visual identity for individual packages & product lines to attract target audiences.

[Class Structure]

WKU COVID-19 Guidelines

All students are strongly encouraged to get the COVID-19 vaccine. Out of respect for the health and safety of the WKU community and in adherence with CDC guidelines and practices of all public universities and colleges in Kentucky, the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities.

Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations can be requested in special cases through the Student Accessibility and Resource Center (SARC): 270-745-5004 (voice), 270-745-3030 (TTY), or 270-288-0597 (video).

WKU COVID-19 Guidelines

All students must immediately report a positive Covid-19 test result or close contact with a person who has tested positive to the Covid-19 Assistance Line at 270-745-2019. The assistance line is available to answer questions regarding any Covid-19 related issue. This guidance is subject to change based on requirements set forth by public health agencies or the office of the governor. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

[Class Structure]**Course Format**

This course will return to face to face format. All students will attend both class periods on Tuesdays and Thursdays. In the event that there are opportunities for flex scheduling, zoom class meetings, or staggering of workdays that will be clearly outlined in the course schedule.

Lectures/Discussions

Any important information, lectures, and demos will commence at the beginning of class. During course “work days” I will check in with you to see how things are progressing and I will be available for you to ask questions. There will be in-progress critiques and final critiques of projects.

Critiques

We will critique work both printed and digital—format of critique will be determined prior to critique. *If you aren't prepared for critique, I reserve the right to ask you to leave; it is not fair to your peers who are present and prepared.*

Workflow + Time Management

- Prepare to work on more than one project at once.
- This course will require you to prioritize and manage multiple deadlines.
- Working outside of class will be necessary for meeting class deadlines.
- We may critique multiple projects at one time.

Printing/Production Days

- There will be specific days set aside for printing and production of projects
- You are expected to be prepared and have your project files print ready
- If you are unable to print in class you will be responsible for printing your projects on your own outside of class

[Class Guidelines]

- Use your time wisely and have respect for the class/your classmates; Have all of your materials when they are needed. Being unprepared could easily affect your grade. Lock supplies up between classes & take them with you.
- Be present at all in-class reviews--THIS IS MANDATORY! This is comparable to missing an exam.
- Assignments will be collected at the beginning of class the day they are due. Late assignments will drop a letter grade for each day they are late. Work will not be accepted over a week late and will result in a zero for that particular assignment, No Exceptions.
- If you receive a project grade that you are unsatisfied with, you may re-do a project upon my approval—you will have ONE WEEK to return the revision.
- Cell-phones and electronic devices should be set on silent or vibrate. Please do not take phone calls inside the classroom.
- If you are late or unprepared I reserve the right to ask you to leave.

[Project Extension]

- You will have the option to request 1 project extension during the semester without a late work penalty; no questions asked
- Extension must be requested BEFORE the project due date (not after or on the day of); please give a minimum of 24 hours notice; for example, if class begins at 9:30, please notify me on/or around 9:30 the previous day
- Extension is good for 1 week and does not apply to the final assignment
- You are not obligated to use this project extension; this is here to be a lifeline if you need it; extensions may not be combined with personal days

[Supplies]**Required Technology**

- Macbook Pro or Macbook Pro Retina; or a PC Laptop
- Adobe CC
- 2 GB or larger USB Flash drive and/or external hard drive
- Cloud storage for a backup & recovery (Google Drive, Dropbox, or One Drive); we will use Google Drive in Class
- Research Binder (will be digital this Fall)
- Basecamp Account (free)
- Organizational Strategy/Device (planner, calendar, digital planner)

Required Production Supplies

- X-acto knife (minimum of 3 blades)
- Rubber Cement and/or Stick Glue
- Metal straight edge ruler, 18" or longer
- Self Healing Cutting Matte
- Special paper, finishing items, and/or boxes/labels (as needed)

Optional: personal hand-sanitizer and/or screen/technology wipes

Lockers may be available to check out in the department for storing supplies, please ask the Art & Design Office.

[Readings + Misc.]

- Will be supplied as needed.

- *Recommended but not required: AIGA Student Membership (in lieu of textbook)*

[Graphics Lab]

- Open with the exception of designated class times and major holidays; labs will have limited capacity this semester.
- Please conduct yourself as a professional in training when using it; sign in and out when you enter and leave; practice proper social distancing.
- Assist others if you can, clean up after yourself, log off your computer when finished, and do not disturb others.
- Do not enter a lab if class is in session. *If lab requires immediate attention, contact me or Professors Tullis/Williams Glenn promptly.*

[Critique Etiquette]

- Critiques are crucial to the studio classroom; attendance and participation is required and expected.
- Your presentation will include a brief description of your work and your creative approach.
- Critiques are meant to be constructive and are an opportunity for you to grow and learn from each other as you progress through your studies.
- During critiques, I look for you to bring forth the knowledge and vocabulary that you acquire throughout classroom exercises and discussions.
- Be respectful; Blatantly derogatory statements and inappropriate comments during critiques will not be tolerated.

[Professionalism]

You are training to be a working creative professional. You wouldn't be absent from or late to work without notifying your boss—please provide me the same courtesy. It is NOT my job to hunt you down. *If you are going to be unavailable for ANY reason, please give me a reasonable notice.*

[Attendance]**The Basics**

- Attendance is mandatory in all FTF meetings and required synchronous meetings; class meetings will be recorded.
- Attendance will be recorded via Google Sheets at the start of EVERY class.
- You may miss 3 classes without penalty. ***After 3 absences, you will automatically lose a letter grade*** (Example: An A with a total of 3 absences will be lowered to a B). If you miss more than 4 classes, you WILL FAIL this class.
- Please refer to the **Statement of Student Rights and Responsibilities** for expectations and guidelines specific to the Fall 2021 semester/COVID-19 Pandemic
- Should circumstances arise that necessitate missing additional classes (for example, due to a self-health check or quarantine situation), that alternative arrangements will need to be made to count for the time missed. You are expected to communicate any circumstances to me as soon as possible and I will work with you to form an agreed-upon plan that makes sense for both the situation and the course goals.

Being Late

Being marked late three times is equivalent to one absence. If any demos or presentations are given, they will always be at the beginning of class. These will be missed if you are late.

Leaving Early

While I understand that occasionally you might need to leave class early to make appointments, etc., leaving class chronically will begin to count as a tardy. Leaving class earlier than 20 minutes before class end will result in a tardy.

Attendance Misc.

I will send you an email after you exceed the maximum allowable absences informing you of the loss of letter grade(s) and/or failing; it is your responsibility to keep track of your attendance.

If your circumstances require special consideration, please see me. ***Special considerations are defined as follows: participation in athletic or university sponsored events, personal/family sickness.***

Make Up Policy

Students will only be allowed to make up missed work by providing a University or doctor excuse to the instructor. If you plan to be absent, please let me know at least one week in advance.

[Personal Day]

- *Your mental and physical health is important to me. You will have the option to request 1 personal day during the semester without absence penalty; no questions asked; you will be responsible for making up missed lectures/etc. on your own*
- Personal day must be requested BEFORE class period begins (not on or after); you must give a minimum of 24 hours notice; for example, if class begins at 9:30, please notify me on/or around 9:30 the previous day
- Personal days may not be used on days assignments/quizzes are due or in-class critique days; may not be combined with project extensions
- A personal day is meant to be a lifeline in the event of emergency or unexpected events
- You are not obligated to utilize your personal day; the personal day is not intended to be an extra absence

[Email + Technology]**Basecamp + Email**

- A Basecamp account is required as we will use this to share and collaborate; course documents will be posted here as well
- All communication concerning this course will take place through WKU Email and Basecamp.
- Please list the course name in the subject line of your email; DO NOT send an email with no subject line, this will not get my attention, plus it is super unprofessional.

Blackboard

- Grades will be posted and tracked on Blackboard; It is your responsibility to ensure that grades/attendance are accurate. If they are not, please tell me.

Google Drive/Basecamp

- You will use Google Drive and Basecamp to upload assignments; course documents will also be available here; Google Drive will be integrated in to Basecamp.

Digital Dependency

It is highly recommended that you have two methods of digital storage; ***failure to meet deadlines based on failing technology will not be excused.***

[Grading Policies]

Western Kentucky University Grade Policy defines the satisfactory completion of a course as a grade of C or better. Any grade below C must be removed by repeating the course and earning a better grade before advancing to an upper level design course.

Grading Scale: A= 90-100 | B=80-89 | C=70-79 | D=60-69 | F=59<

How Do I Pass This Course?

Be an active participant; Have minimal absences; Turn in quality work/keep up to date with your professional development and class participation; Take control and responsibility of YOUR academic career; Ask questions/address any concerns that you may have. *See student addendum for details.*

Attendance

While attendance doesn't have a letter grade, it will weigh heavily on your final grade, please keep that in mind. Attendance includes FTF meetings, required check ins, and required virtual/synchronous class meetings.

Grading Criteria

Objectives/expectations; Technical/Design Skill; Typography/Color Usage; Craftsmanship; Concept/Execution; Research/Development; Task Management; Overall quality of output of final components

[Grading Breakdown]**GRADING BREAKDOWN****Projects 75%**

Projects account for 75% of your grade.

Project related grading items include:

- Design work/Final Projects
(that includes all graded/required project criteria)
- Research, planning, and research binders
- Project re-dos and updated grades

Class Participation, Writings, and Case Studies 10%

Class participation will take the form of:

- Contributing to Package Design of the Week (PDOW)
 - Reviewing articles and/or podcasts
 - Writings in the form of short papers and/or self assessments
 - Contributing during class discussions and critiques
 - Content/Knowledge-Based Graded Quizzes and Non-Graded Quizzes
 - Self-directed tutorials and in-class exercises/activities (FTF and online)
- *If a non-graded quiz, PDOW, or in-class activity is given during your FTF meeting day and you are absent, you will lose those points.*

Professional Development 10%

- You will be required to attend/participate in 2 professional development activities/events throughout this semester; there will be both in-person and virtual/online opportunities.
- A list of opportunities will be provided and additional eligible opportunities will be announced as they arise throughout the semester.
- This is designed to encourage and promote professional development outside of the classroom; as creative professionals after graduation, you will participate in these types of events and it's important to get engaged in these activities now.
- If you are enrolled in multiple courses with me during the same semester, you do not have to double up on events. 2 events for 1 class may also count for another class.

Critiques 5%

Throughout the semester we will critique projects. Formal critiques will require that you be present and prepared. Being absent or unprepared will result in 0 participation for that critique; this will be conducted during both FTF meetings and digitally.

[Diversity + Inclusion]

*Adapted from
Montana State University*

Diversity

Students in class are encouraged to speak up and participate during class meetings. Because the class will represent a diversity of individual beliefs, backgrounds, and experiences, every member of this class must show respect for every other member of this class.

Inclusion

I support an inclusive learning environment where diversity and individual differences are understood, respected, appreciated, and recognized as a source of strength. We expect that students, faculty, administrators and staff at WKU will respect differences and demonstrate diligence in understanding how other peoples' perspectives, behaviors, and worldviews may be different from their own.

[University Policies]

Academic Dishonesty

Western Kentucky University expects all students to adhere to the highest moral academic standards:

Cheating is defined as taking credit for work, which has been completed by another person, or assisting others in the misrepresentation of academic work.

Plagiarism is defined as the appropriation of ideas, facts, phrases, or additional materials from any source without giving proper credit or offering appropriate documentation.

Americans With Disabilities Act

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074.

Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The SARC.

Contact Information: 270.745.5004 [270.745.3030 V/TTY]; Email: sarc@wku.edu

Statement of Student Rights and Responsibilities, Art Department, Fall 2021

The course syllabus is the handbook for this course, intended to outline and clarify course intentions, educational goals, expectations, and processes, and, in addition to this special Fall 2021 Statement of Student Rights and Responsibilities, will inform me of my rights and responsibilities for the semester. I acknowledge that enrolling in this course affirms my willingness to be held to the standards stated here and in the course syllabus.

During COVID-19, changes in university and/or state guidelines may have required a shift in course modality and may necessitate this modality to change again. I understand my role as a student is to be responsive to these changes and to continue studying/working on a regular and consistent basis, regardless of modality, to meet requirements and deadlines (as laid out in the course syllabus, assignment documents, in-class and recorded instruction or lectures, and other course-specific resources).

I understand that my regular and consistent course participation is expected regardless of course modality. Specific modalities and participation guidelines for this course may differ from other courses and will be clearly defined and posted by the faculty member.

I recognize that effective communication is paramount to the success of this course. Faculty are responsible to me for clear and consistent communication of course information. I agree to keep up-to-date with those communications and to be responsive where required or expected. If, at any time during the semester, I am unable to access course content or assignment criteria, for any reason, I will seek the instructor's assistance as soon as possible. I expect to be notified by the faculty member if items are missing or inaccessible and I agree to respond as soon as possible to direct faculty inquiries or outreach.

Safety is paramount as we work to preserve Academic Quality and Integrity during COVID-19.

I understand that I am expected to abide by university, departmental, and state policies and guidelines, including the following WKU POLICIES on HEALTH and SAFETY DURING COVID-19:

Face Coverings

Out of respect for the health and safety of the WKU community and in adherence with the CDC guidelines, the University requires that a cloth face covering (reusable or disposable) that covers BOTH the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations to face coverings must be determined by the Student Accessibility Resource Center and documented before a student may attend class.

Social Distancing

All students and faculty will be required to maintain a six-foot separation when possible, and follow any specific instructions or marked off workspaces, where applicable, that have been configured for each studio or classroom.

Frequent Hand-Washing or Hand-Sanitizing

Is expected and encouraged.

WKU Daily Health Check

Before you leave your home, apartment or residence hall each day, all WKU students, faculty, staff, and visitors are to perform a self-check.

- Do you have any of these symptoms (not related to seasonal allergies)
- Fever (above 100.3) or chills Cough Shortness of breath or difficulty breathing Fatigue Muscle or body aches Headache New loss of taste or smell Sore throat Congestion or runny nose Nausea or vomiting and/or Diarrhea
- Have you, or anyone you have been in close contact with, been diagnosed with COVID-19 or placed in quarantine?
- Have you been asked to self-quarantine by a medical professional or local public health official?
- If you answer yes to any of the above, stay home, contact your faculty member, and call the WKU COVID-19 Hotline at 270 745-2019 for additional guidance.
- I understand that those who choose not to comply with these guidelines will be asked to leave the class session, which may adversely affect participation and performance.

While unforeseeable situations may arise, including those listed above, coursework will still need to be completed. Timely communication is expected between me and the professor of the course, to form and agree upon a plan that makes sense for both the situation and the course goals. If the work is not completed according to the agreed-upon plan or a lack of engagement or performance persists, I understand my final grade will reflect those choices and/or circumstances.

I, _____ (print name), as a student enrolled in this course, understand the above policies and expectations and will do everything I can to meet or exceed those expectations.

Student's Signature

date

As the Professor for this course, I will do my best to provide the instruction and support to help you to succeed in meeting or exceeding the goals and expectations of this course.

Professor's Signature

date

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STUDENT CONTRACT

I _____ have reviewed the syllabus and course guidelines with Professor Tyree and understand all of the rules and expectations for this course. I understand that it is my responsibility to address any questions/concerns that I may have in a timely manner at any point during this course. I also agree to abide by any university mandated policies.

Additionally, I understand that failure to comply with these rules or to meet these expectations can and will result in performing unsatisfactorily and/or failing this course.

Student Signature_____
Date-----
STUDENT CONTACT INFORMATION

Name _____

Phone # _____

WKU Email _____