

# package design

**instructor:** michael mcdermott

**email:** mmcderm8@gmu.edu

**phone:** 202.556.0839

**office hours:** thurs 2-4

**website:** [gmugd.github.io/package-spring23](https://gmugd.github.io/package-spring23)

## required materials

Cutting Tool (Olfa, Xacto, etc.)  
Extra Blades  
Cutting Mat (12x18 minimum)  
Metal, cork backed ruler (18 inches minimum)  
Scissors  
Glue stick  
Tacky Glue (Aleene's, Sobo)  
Clear Tape  
Masking Tape

## as needed materials

Cardboard  
Chipboard  
Paper  
Wood  
Arylic

## required software

Adobe CC  
Tinkercad (free and web based)

## delivery and timing

We will meet in person once a week on Tuesdays from 1:30 to 4:10 in AB 1023 with occasional meetings at The MIX, Horizon Hall 1408. The classes are required and during our sessions we will discuss work, complete workshops, and further our design knowledge. The class is scheduled to run for 15 weeks and you can expect to work for 6 hours outside of class each week.

## prerequisites

AVT 414: Corporate Design and Branding

## course description

Provides a focused studio experience to conceptualize and design multiple applications for contemporary package design

## overview

This is an advanced design course that will focus on 2-d and 3-d design concepts and production. Students will learn the techniques, concepts, and processes essential to understanding how to create and execute a packaging project, from ideation to final product.

Students will participate in all aspects of the development, design, assembly and presentation of package design projects. This will include concept development, research, writing, production, and presentation.

## objectives

- To refine visual design skills on 3-d containers
- To build 3-d design skills from concept to physical form
- To develop craft skill including cutting, folding, gluing, taping
- To learn and demonstrate proficiency in 3-d prototyping tools such as 3-d printers and laser cutters
- To develop a project based on exploration, process, and iteration
- To exercise good time management skills
- To build skills when working within a group

## content

This class consists of shorter exercises, in-class demos and workshops, and longer projects. The exercises, demos, and workshops are meant to build skills and learn new concepts and the projects are a place to demonstrate your understanding and ability to combine those skills and concepts.

## **projects**

### **PROJECT 1: STARTER PACK**

Create a starter kit that has, what you considered, the three most important items for a graphic designer. You can choose any items, but they must be able to fit into a package that you can design and build. You will also create a name and a visual identity for your package.

### **PROJECT 2: FORM + FUNCTION**

You and a partner will work on a sustainable package design together with the goals of minimizing the materials used for the packaging, minimizing the waste created by the production process, and designing a container that can be reused in some way that is relevant to the item it is containing. You will also create a visual identity and design for the packaging.

## **discussion of work**

You will need to take an active role in both the presentation and discussion of your work. We will review projects in a variety of ways and you are expected to be able to talk and write about your own work and give feedback to your peers about their work. The ability to discuss your work and other student's work is a very important part of your education at Mason. Use this class to improve on those skills.

## **communication**

Your ability to communicate with me is of prime importance in this course. If you are going to be absent, late, or not have your work, it will be your best interest in communicating those things to me in advance. I do not need to know your reasons for being absent, late, or not having your work but I do need to know. A simple, short email will be fine.

The same goes for if you are struggling in this class or having other issues that are hindering your ability to complete work in this class. The more you keep me in the loop the more I can help you and adjust as needed.

## **attendance**

There is no specific attendance grade for this class, it is tied together with your engagement grade outlined below. However, if you miss four or more classes you will automatically fail the class unless you have communicated with me prior to the fourth absence.

## **engagement**

This course has an engagement policy. Your engagement will affect your final grade (and, by extension, the quality of your work). You are expected to actively and passionately take part in this course in the following ways.

- Attend class meetings
- Create things and be prepared to show them on time.
- Make things thoughtfully, intentionally, and with intensity.
- Meet all deadlines for handing in work and process.
- Actively participate in critiques both in class and out of class.
- Be curious about making things and the things your classmates make.
- Care about yourself & your work, your classmates & their work, and this class.

## **grading**

Grades will be based on engagement (25%), exercises (25%), and projects (50%).

### **ENGAGEMENT (25%)**

This percentage will be based on your engagement in the class which is explained on above. Be engaged in this course and its content throughout the semester and this should be an easy 25%.

### **EXERCISES (25%)**

The exercises are meant to be quicker, skill building tasks that improve your projects and design knowledge.

### **PROJECTS (50%)**

Each project will generate two different grades. One grade will be based on your week to week process and the second grade will be based on the final submission. At the end of the semester you will have 4 total project grades that are all weighted equally for this 50%.

## **late work**

Late work will be accepted for three weeks after a deadline with the exception of the final project which will be due at the end of the semester. There is a section on the rubrics showing how late work is factored into the assignment grade.

## **rubrics**

Rubrics are used to grade exercises, projects, and checkpoints. The rubrics are on the last pages of the syllabus and tied to each submission on Blackboard. The rubrics are here to allow you to understand how work is graded and to reference while working to self-evaluate.

## **weekly schedule**

Class is on Tuesdays from 1:30–4:10. Most days we will meet for the entire time but some weeks we will have individual meetings or end early. Some classes will be work days so make sure to bring things to work on each class. Unless otherwise specified, all work is due at the beginning of class.

A note—Time management is an important skill to master and should be worked on all your classes. Staying up all night working is not a badge of honor, it typically means you didn't budget your time correctly. Staying up all night isn't healthy and making sure you are keeping yourself healthy is your first priority.

## **semester schedule**

The schedule on the next page is an outline of what we will be covering this spring. It is subject to additions, subtractions, and shifts. The most current version is on the class website.

## **open studio**

The design faculty will be hosting open studio hours in room 1023. When the open studio is open, you will have access to computers, a space to work, or get feedback and help from the faculty member in the room. The schedule will be posted on the door of 1023 and online at [art.gmu.edu/open-studio](http://art.gmu.edu/open-studio)

<b>WEEK 1:</b> 1/26	Course review Chat: Packaging Demo: Craft E1: Question Cube
<b>WEEK 2:</b> 1/31	The MIX orientation Demo: Dielines Demo: Laser Cutter E2: MYOD
<b>WEEK 3:</b> 2/7	E3: Package For? Demo: Tinkercad E4: Pair of Plants (Part I) P1: Starter Pack
<b>WEEK 4:</b> 2/14	E4: Pair of Plants (Part I) P1: Individual check ins
<b>WEEK 5:</b> 2/21	P1: Small group check ins
<b>WEEK 6:</b> 2/28	P1: Small group critiques
<b>WEEK 7:</b> 3/7	P1: Individual check ins P2: Form + Function
<b>WEEK 8:</b> 3/14	Spring Break, no class
<b>WEEK 9:</b> 3/21	P1: Final critique P2: Quick individual check ins
<b>WEEK 10:</b> 3/28	P2: Pitch meetings
<b>WEEK 11:</b> 4/4	P2: Individual critiques
<b>WEEK 12:</b> 4/11	P2: Group check ins
<b>WEEK 13:</b> 4/18	P2: Individual check ins
<b>WEEK 14:</b> 4/25	P2: Group critiques
<b>WEEK 15:</b> 5/2	Fill out course evaluations P2: Final critique Work documentation

**FEB 9** Saki Mafundikwa

**FEB 23** Jaewook Lee

**MAR 23** Koyoltzintli Miranda-Rivadeneira

**APR 13** BLACK KIRBY

## **visual voices**

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on four Thursday evenings from 4:45–6:30 pm

For Spring 2023, this lecture series will be held online.

[masonexhibitions.org/visual-voices-spring-2023](https://masonexhibitions.org/visual-voices-spring-2023)

## **school of art social media accounts**

IG: @gmusoa / FB: gmu.soa / TW: gmusoa

## **commitment to diversity**

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

## **land acknowledgment**

At the place George Mason University occupies, we give greetings and thanksgivings to these Potomac River life sources, the Doeg ancestors, who Virginia annihilated in violent campaigns while ripping their lands apart with the brutal system of African American enslavement, to the recognized Virginia tribes who have lovingly stewarded these lands for millennia including the Rappahannock, Pamunkey, Upper Mattaponi, Chickahominy, Eastern Chickahominy, Nansemond, Monacan, Mattaponi, Patawomeck, and Nottaway, past, present, and future, and to the Piscataway tribes, who have lived on both sides of the river from time immemorial.

## **anti-racism statement**

The School of Art plays an integral role in building an educational environment that is committed to anti-racism and inclusive excellence. An anti-racist approach to higher education acknowledges the ways that individual, interpersonal, institutional, and structural manifestations of racism against Black, Indigenous, and other people of color contribute to inequality and injustice in our classrooms, on our campuses, and in our communities. It strives to provide our community members with resources to interrupt cycles of racism so as to cultivate a more equitable, inclusive, and just environment for all of our students, staff, faculty, alumni, and friends, regardless of racial background. An anti-racism approach is an active and ongoing, long-term process. In all our efforts, we uphold a commitment to creating honest, respectful, supportive, and healing spaces where members of our community can meaningfully dialogue and learn from each other's lived experiences for the betterment of our entire community.

## **attendance policies**

Students are expected to attend the class periods of the courses for which they register. In-class (including sections that meet online) participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of non-participation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

## **students with disabilities and learning differences**

Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester  
<http://ods.gmu.edu>

## **official communications via mason e-mail**

Students are responsible for the content of university communications sent to their George Mason University e-mail account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason e-mail account.

## **writing center and library resources**

Students who need intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center. The Writing Center is holding all sessions online, with writers choosing between meeting their tutor in real time on Zoom or uploading a draft for their tutor's written feedback. Please send your questions to [wcenter@gmu.edu](mailto:wcenter@gmu.edu)

Provisions Research Center for Art & Social Change is in Room LOO1 of the Art & Design Building. This student resource assists students in exploring and engaging new models for artmaking that lead to a more inclusive, equitable, and connected society. Provisions is also a hub for developing art projects through Mason Exhibitions, the Mural Brigade, and art partners throughout the metropolitan area, and beyond. Contact Don Russell for more information: [drusse10@gmu.edu](mailto:drusse10@gmu.edu)

Art and Art History Librarian, Stephanie Grimm, will offer appointments and virtual office hours for the Spring 2023 semester: <https://go.gmu.edu/sgrimm4>

## **covid protocols and face coverings**

Face coverings are **OPTIONAL**, with some exceptions:

- In health care facilities or designated waiting spaces for health care patients (for example, Student Health Services, COVID testing sites, Intercollegiate Athletics training and medical facilities, Peterson Population Health Center)
- Students in quarantine and isolation as instructed by Student Health Services

For more information, please visit: <https://www.gmu.edu/safe-return-campus/personal-and-public-health/face-coverings>

## **responsible employee disclosure**

As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu)

## **caps at mason**

Counseling & Psychological Services provides a wide range of free services to students. CAPS offers crisis, counseling, and psychiatric services virtually, and limited services in person. Services are provided by a staff of licensed clinical psychologists, licensed professional counselors, licensed social workers, doctoral-level trainees, and a board-certified psychiatrist. Our individual and group counseling, workshops, and community education programs are designed to enhance students’ personal experience and academic performance. For distance learners, please see our Resources for Distance Learning page. We also provide consultation to faculty and staff who have concerns about a student

CAPS provides short-term mental health services for enrolled students. When a student’s needs require a different level of care, CAPS works with students to transition care to community providers. If a student is currently seeing a professional in the community for therapy and can continue to work with them, we encourage the student to continue care with their current provider.

To begin services with CAPS, please call us at 703-993-2380 during our business hours. Due to the rise in COVID cases, we are only offering services via telehealth during this time.

If you are experiencing a crisis after our business hours or on weekends or holidays, please call us at 703-993-2380. Please select option 1 in our phone system to be connected to an after-hours crisis counselor.

If you are interested in connecting with a provider in the community for long term counseling, please visit our Find a Community Provider page for our database of community provider options and other options for connecting with a therapist. If you have student health insurance through Aetna, you may also choose to access services through TelaDoc.

## **honor code**

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University Community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this Honor Code: Student Members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work. <https://oai.gmu.edu/mason-honor-code/>

**JAN 23** First Day of Spring Classes  
**JAN 23** Last Day to Submit Domicile  
 Reclassification Application  
**JAN 30** Last Day to Add  
**FEB 6** Last Day to Drop: With 100% Tuition  
 Refund  
**FEB 13** Final Drop Deadline: 50% Tuition Refund  
**FEB 14–27** Unrestricted Withdrawal Period:  
 100% Tuition Liability  
**FEB 20–MAR 24** Mid-term Evaluation Period  
**FEB 28–APR 3** Selective Withdrawal Period  
 (Undergraduate students only)  
**MAR 13–MAR 19** Spring Break (no classes)  
**MAR 31** Incomplete Work from Fall 2022 Due  
 to Instructor  
**APR 7** Incomplete Grades from Fall 2022 Due  
 to Registrar  
**MAY 2** Dissertation/Thesis Deadline  
**MAY 6** Last Day of Class  
**MAY 8–9** Reading Day(s)  
**MAY 10–17** Examination Period  
**MAY 18** Spring Commencement  
**MAY 19** Degree Conferral Date

## important deadlines

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the School of Art office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed), LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs in College Hall.

## technology requirements

Note that this course requires/strongly recommends the use of Adobe Creative Cloud applications. If you do not already have an Adobe license and are interested in purchasing one or have an Adobe license and need to renew it, please visit <https://www.adobe.com/creativecloud/buy/students.html>. If you cannot afford an Adobe license, you may submit a request for funding to the Student Emergency Assistance Fund. Please visit <https://ulife.gmu.edu/student-emergency-assistance-funding-2-2/> to apply. Please note that the Adobe license agreement is on an annual basis.

The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available, as well as a digital recording space, collaborative tables, and a SMART Board. Reservations are strongly encouraged due to COVID-19 precautions and limited amounts of resources, but walk-ins will still be accepted so long as the occupancy of the lab does not exceed the maximum of 16 people <https://its.gmu.edu/service/club/>