

ART 439 **Package Design**
Monday/Wednesday 1:50–4pm AC S215, S216

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AC513

office hours: Mon/Wed 12:30–1:30
or by appointment

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If you must, call my office only: 424–1185

Students will learn more about three-dimensional aspect of graphic design through brand identity projects and simple package design projects. This course may be repeated for credit as needed. Prerequisite: Art 114 & 338. Special fees may apply.

Three-Dimensional Graphic Design

It is a time-tested axiom of marketing that consumers do not buy the product; they buy the package. More than two-thirds of purchasing decisions are made at the point of sale and brands constantly redesign their packaging to remain competitive in the marketplace. Package Designers often talk about the story that the packages are telling. How do you convey a compelling narrative for a brand over the many facets of a three-dimensional form? How is the experience of designing a package similar to other graphic design work you have completed and how is it different?

Package Design is a critical discipline in the fields of design and marketing and we will explore strategies for effectively packaging products throughout this semester. Projects in this course will be focused in three-dimensional problem solving. Coursework will explore simple box structures to multi-part packages. Areas of investigation will include branding, planning, construction, and the marketplace. Of particular concern will be the manner in which good packaging can add value to a product. Often this perceived value is achieved through aesthetic means, but it is also attained through material choice, construction, and attention to detail.

We will make many objects based on research, invention and pattern-making. It can be difficult to translate two-dimensional graphics into physical objects, so projects, lectures, readings, and discussions will help you to build your comfort with the third-dimension.

Assignments

There will be four major assignments or **Projects** that you will complete this semester. You will also be expected to complete **Workbook Assignments** that contribute to your project grades.

1. **Position** 25% Due September 27

- Create a visual identity for a new brand
- Understand retail context, stakeholders, branding and parity
- Build a 3D form that exactly fits a prototype.
- Apply principles of graphic design to 3D packaging

2. **Reposition** 25% Due October 18

- Understand evolutionary and revolutionary brand repositioning
- Develop compelling consumer touchpoints for a variety of products
- Apply appropriate graphics to six-sided boxes

3. **Extension** 25% Due November 8

- Understand how positive brand associations can be leveraged in new markets
- Adapt touchpoints and maintain unity across diverse products
- Explore “brand blocks”, differentiation, familiarity in retail experience

4. **Shopability** 25% Due December 6

- Understand the relationship between packaging and the overall retail experience
- Construct packaging that explores senses beyond sight and communicates consumer experience

Criteria

Each assignment, upon completion, is evaluated relative to the goals expressed at the introduction of the project. Projects will be evaluated for **Idea/Concept; Research/Preparation; Articulation/Technique; Presentation.**

Questions that are important to ask:

- How does the solution relate to the assignment goals? Does it deliver on the "client" brief?
- Are all the elements appropriate? Does the outcome relate to your style/mood boards, audits and research?
- Does the work express understanding of the concepts learned from lectures, readings, and demonstrations?
- Does the final submission demonstrate progress in the project development from beginning to conclusion?
- Did you ask appropriate questions to clarify assignment intentions?
- Have you organized your thoughts and research, sketches, drawings, trials, proofs and comprehensives?
- Do all design elements have corresponding research and notes?
 - Does your research go beyond collecting images of previous solutions to the problem?
- Did you research historical and contemporary design practice?
- Did you effectively discuss your work and the work of others during critique?
- How far did you go in exploring concepts, design and form, gestalt? Have all elements been refined?
 - Did you develop your abilities in planning, construction and refinement of 3D objects?
- Did you submit proofs, 3D mock-ups and other evidence of experimentation?
- How original is the concept? Is the project derivative of the work of others? Is it ownable?
- Are all image/content sources and references completely documented?
- Have your abilities and experiences been tested? Does the conclusion demonstrate personal growth?

Workbooks

In addition to completed projects, you will maintain a project workbook, also called a journal or process book. This book is a record of your project research and includes assignments, lecture notes, drawings, reference material, notes, and intermediate stages. It is an important resource for your design practice where you work out assignment problems and present your ideas and interests to others. Proofing is an important aspect of this process. Printing your work regularly is required as you develop your ability to work back and forth between the screen and paper and to provide evidence of your progress. All designers keep a process book as a means to organize and present their ideas, process and work. Document your 3D work. Keep your materials. You will want to return to your workbooks in the future!

I look at your workbooks carefully when I evaluate your projects. Your contribution to critiques and discussion, through completion of assignments, drawings and comprehensives is essential to the success of the class. I look for evidence of proofing, research, typographic experimentation/sources. Imagery and inspiration must be thoroughly documented in your workbook.

Use a three ring binder for this workbook so that you may add research over the course of the semester. You must develop a system for organizing your information within the structure of the binder that allows it to be accessible to you and others who may wish to see your notes.

Clearly label the spines of your workbooks with your **name** and the **class title**

Binders are submitted along with each assignment and will contribute to your assignment grade.

Grades, Attendance, Participation, Personal Development, Accommodation

Final grades are calculated according to the percentages outlined in this syllabus. Letter grades are converted to numerical grades according to the chart in the student handbook.

You will work on your assignments in class and they will be a frequent focus of discussion. This class, instructor and fellow students are a valuable resource for you in your project development and you must take advantage of all of your opportunities. Arrive prepared to work on the projects for this class. Do not engage in texting or social media during class time. Phones must be stowed for the duration of the class. Please avoid leaving the classroom during lectures or critiques. Assignments will be related to the lectures and discussions that take place over the course of the semester. It is important that you are present and punctual for class. If you are not present, arrive late, or leave early, you are not participating and your assignments will reflect this lack of dedication and participation. It is very important that you arrive for class on time and work for the entire period.

- You will be allowed **two** unexcused absences this semester. Use these absences, if you must, for personal reasons and unverified absences, including the Chicago trip. If your absence is Covid related, please contact me immediately so that we can make the appropriate arrangements!
- Absences beyond this limit will result in your final grade being lowered by **one grade step for each class missed**. Excused absences must be verified with a Doctor's Note or notice from the Dean of Students.
- Three late arrivals and/or early departures will count as one absence.
- Academic honesty and integrity are expected at all times. Plagiarism, cheating, and other forms of academic misconduct will not be tolerated and will be handled according to university guidelines.

To succeed as a professional in the field, you must be able to organize your work and meet deadlines. Each assignment will be discussed in critique. Sketches, Layout Diagrams and Comprehensives will all be required for critique during the project period. Lack of preparation will affect the research/preparation portion of your grade.

- **Final** projects must be formatted according to the guidelines and presented at the beginning of class.
- Projects that are not ready for critique at the beginning of class are reduced by **one grade step**.
- Grade is further reduced for each class period that the project is not submitted.
- **Assignments are still due on the announced date even if you are absent. You are responsible for getting your work to me on time.**

You will have time to work on projects in class but to complete assignments, you will need to spend considerable time working outside of the class period. Two hours of homework per hour of class is considered to be a good starting point. Graphic design requires significant creative development, technique and attention to detail. A great deal of your experience will be a result of practice and revision. The time you spend working will contribute significantly to your overall abilities in the discipline.

It is university policy to provide reasonable accommodations to students who have documented disabilities that may affect their ability to participate in course activities or to meet course requirements. Please contact me as soon as possible during office hours to discuss any accommodations you might need and provide appropriate documentation.

Portfolios

Keep your projects handy throughout the semester. Do not throw them out or put them somewhere that you can't access them. All projects will be required for a group critique at the end of the semester. Also, take care to organize and back-up all of your computer files as electronic documentation of your work will also become due.

Lab Fee

Thirty-Five Dollars. Paid with course fees.

Digital Files/Data Storage

- Purchase quality external hard drive/digital storage devices for back-up of files. Format drives properly. Make sure there's room enough for large files and don't let the drives get too full!
- Files are deleted from lab computers every thirty days. You must keep a digital record of all projects completed. Create a redundant archival system for your data.

Required Equipment

Digital Camera: Minimum 5 Megapixels

Cameras may be signed out from Learning Technologies (Polk basement)

Supplies/Tools

The following supplies and tools will be useful for completing assignments

- X-acto knives and a good quality utility knife are a must!, sharp blades
- Accurate steel ruler; triangle, t-square; proportional wheel
- Bone folder
- Glue-stick; rubber cement; rubber cement pick-up
- Double stick tape, spray adhesive (must be used in the spray booth only!)
- Drawing supplies, including paper, markers, pencils

Suggested Reading

Packaging Design: Successful Product Branding from Concept to Shelf Marianne Rosner Klimchuk and Sandra A. Krasovec; *Forms, Folds, Sizes* Poppy Evans and Aaris Sherin; *Exploring Package Design* Chuck Groth; *Packaging Design* Bill Stewart; *Packaging Design Workbook* Steven DuPuis and John Silva; *Packaging Designer's Book of Patterns* Lászlo Roth and George L. Wybenga; *Cut and Fold Techniques for Pop-Up Designs* Paul Jackson; *Cut and Fold Techniques for Promotional Materials* Paul Jackson; *Folding Techniques for Designers: From Sheet to Form* Paul Jackson; *Structural Packaging: Design Your Own Boxes and 3D Forms* Paul Jackson

Unattended Personal Effects and Student Right to Know Act

The Department of Art is not responsible for any personal items, materials, tools or artwork left unattended.

Students are advised to see the following URL for disclosures about essential consumer protection items required by the Students Right to Know Act of 1990: <https://uwosh.edu/financialaid/consumer-information/>

Grade:

Idea/Concept appropriateness of concept, originality, depth of exploration

Research/Preparation problem solving process documented: all source imagery/content and process is clearly documented. Workbook is organized: assignments, sketches, adequate proofing, additional information, notes, research of solution elements, typefaces.

Articulation/Technique formal qualities, technical aptitude, execution, layout, clarity of information and idea, evidence, through proofing, of revision, experimentation

Presentation spelling, consistent type, details, color matching, trim and mounting, labels and cover, tidiness, follow assignment guidelines/requirements, prepared to work and participate in critiques/discussions/lectures