

The Art Institute of California–San Francisco

Course Syllabus

Course Number: GD3381

Course Title: Introduction to Packaging

Class Meeting Time: Monday, 8–12 (room 611)

Session/Year: Fall, 2010

Instructor Name: Marty Chappell

Email Address: mchappell@aii.edu -or- marty@martychappell.com

Phone: 415-276-6620

Instructor Availability Outside of Class: ask instructor for current meeting times/office hours

Introduction to Packaging

Course Description:

Students will receive a broad overview that covers essential package design basics, including materials and production methods, structures and surfaces, product positioning and environmental concerns.

Course Length:	11 Weeks
Contact Hours:	44 Hours
Lecture:	22 Hours
Lab:	22 Hours
Credit Values:	3 Credits

Course Competencies:

Upon successful completion of this course, the student should be able to:

- Develop a broad overview of construction, materials, production methods and environmental concerns about packaging.
- Sketch multiple solutions for package redesign and design projects.
- Produce refined black and white layouts of design solutions.
- Produce solutions in 3D package form.
- Develop an understanding of gluing techniques, and box construction, scoring.

Course Prerequisite(s): GD2264 Digital Message Making

Text(s): None required, but please refer to the recommended book(s) below:

- ***Packaging Design: Successful Branding from Concept to Shelf***, by Marianne Rosner Klimchuk and Sandra A. Krasovec. John Wiley & Sons, 2006. ISBN: 0471720164.
- ***Packaging Design***, by Bill Stewart. Laurence King, 2007. ISBN: 1856695255.
- ***The Little Book of BIG Packaging Ideas***, by Catherine Fishel and Stacey King Gordon. Rockport, 2007. ISBN: 1592533531.
- ***Boxed and Labelled: New Approaches to Packaging Design***, by R. Klanten and S. Ehmann. Die Gestalten Verlag, 2009. ISBN: 3899552520.
- ***Box Bottle Bag: The World's Best Package Designs from TheDieline.com*** by Andrew Gibbs. How, 2010. ISBN: 1600614191.
- ***Functional Packaging Prototypes***, by Jinming Chen. Gingko Press, 2008. ISBN: 1584232684.
- ***The Packaging Designer's Book of Patterns***, 3rd edition, by George L. Wybenga and Laszlo. John Wiley & Sons, 2006. ISBN: 0471731102.

Materials and Supplies: Drafting supplies, sketchbook, glue, card stock, spray mount, X-acto knife, cutting mat, metal ruler, photo paper, scissors, double-sided tape, color prints and digital storage disk.

Estimated Homework Hours: 4 Hours

Technology Needed: office software, Photoshop, Illustrator, printers and scanner

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:

Percentage of Total Grade:

Assignment #1: Packaging System for a Beverage Company: Labels	15%
Assignment #2: Packaging System for a Beverage Company: Bottle Holder	15%
Assignment #3: 3D Prototype Package	20%
Assignment #4: Touch Packaging	20%
Assignment #5 (part I): Artist Series — round one (first draft)	15%
Assignment #5 (part II): Artist Series — round two (final revision)	<u>15%</u>
	100%

Extra Credit Assignments: There will be no extra credit assignments; it is quite possible to receive an "A" in this course by meeting all requirements in a creative, careful, & timely manner.

Student Evaluation/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.
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

Classroom Policy:

- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- 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.

Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

Academic Honesty Policy:

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. 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.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

Course Outline

- Week 1:** **Lecture:** Syllabus review, project overview, grading policies, and *Day 1 notes*.
Look at packaging books and samples.
Discussion regarding “What is a package?”
Introduce **Assignment #1: Packaging System for a Beverage Company: Labels**
Discuss *Design Brief* process.
- Lab:** Field trip to upscale neighborhood grocery store (Harvest Urban Market @ 8th & Howard Sts.). Students have a visual exploration of products in a retail display environment. Emphasis is on how products attract attention through their packaging. Focus on branding, visual appeal, and communication/information.
- Homework:** Create 3 variations of an existing beverage product with emphasis on 2D label. Answer *Design Brief* questions. Produce preliminary design sketches. Choose bottle shape and bring bottle(s) to class week 2. Bring your Design Brief outline, written down in detail.
- REMINDER:** Next week, bring any photos that you may want to use for Assignment #1, **plus** actual bottle sample(s) that you intend to use.
- REMINDER:** Next week and *every week*, bring knives, glue, scissors, cutting mats, tape, etc.
- Week 2:** **Lecture/Lab:** Present and critique **Design Briefs** & preliminary sketches (of at least three different solutions). Review/feedback in small groups. Discuss mechanicals for cardboard packaging. Introduce **Assignment #2: Packaging System for a Beverage Company: Bottle Holder**.
- Lab:** Sample box templates (Adobe Illustrator files)– practice cutting & assembling boxes; turn in 3 boxes (templates provided by instructor), assembled using tape and/or glue.
Develop an understanding of gluing techniques, and box construction, scoring.
Studio time to continue working on **Assignment #1: Beverage Labels**. Individual help.
- Homework:** Based on feedback, finalize 2D labels. Complete assemble of three box blanks (if not finished during class time).
-
- Week 3:** **Lecture:** critique of **Assignment #1: Packaging System for a Beverage Company: Labels**
- Lab:** Re-work of labels based on critique feedback.
Begin designing **Assignment #2: Bottle Holder**.
- Homework:** finalize **Assignment #2: Bottle Holder**. Print and assemble 3D comp.
-
- Week 4:** **Lecture:** critique of **Assignment #2: Packaging System for a Beverage Company: Bottle Holder**
Introduce **Assignment #3: 3D Prototype Package**.
- Lab:** *Produce refined black and white layouts of design solutions.*
Produce solutions in 3D package form.
- Choose one shape from the “Functional Packaging” collection, and trace in Adobe Illustrator as vector outlines. Modify shape as necessary.
– **OR** –
You can locate & trace your template from a pre-existing package, or another template source (pattern book or online).
- Homework:** Once mechanical prototype is chosen, all panels must be utilized with necessary information (imagery and text). Print & assemble a prototype blank.

Week 5: **Lecture:** Review **Assignment #3: 3D Prototype Package**. Design decisions & packaging issues. **Introduction to Product Photography** —documenting your *Beverage/Holder* project.

Lab: Begin work on final 3D comp. May use markers and/or colored pencils for graphics, colored paper, and the computer (color printouts). Craftsmanship skills practiced.

Homework: Finalize **Assignment #3: 3D Prototype Package**. Print and assemble 3D comp.

Week 6: **Lecture:** critique of **Assignment #3: 3D Prototype Package**

Introduce **Assignment #4: Touch Packaging**

Lab: Exploration of “open” packaging & containers—whereby the product can be touched. *Develop a broad overview of construction, materials, production methods and environmental concerns about packaging.*

Homework: Research and exploration. **Design Brief.** Ingenuity and practicality are emphasized.

Week 7: **Lecture:** review **Assignment #4: Touch Packaging** —considerations, and material choices. **Design Brief due:** group discussion

Lab: **Product Photography** —documenting your *3D Prototype Package* project. Work on finalizing **Assignment #4**.

Homework: Print, assemble, tag, etc. to produce finished *Touch Packaging*.

Week 8: **Lecture:** critique of **Assignment #4: Touch Packaging**

Introduce **Assignment #5 (part I): Artist Series Packaging**.

Lab: Packaging considerations & criteria are described and explored.

Homework: sketch ideas for how to creatively contain & display an “Artist Series” product or object of your choosing. Consider the object within and packaging materials, and which artist or designer you will feature—even your own designs & artwork.

Week 9: **Lecture:** discuss ideas for **Assignment #5 (part I): Artist Series Packaging**. **Design Brief due:** group discussion

Lab: **Product Photography** —documenting your *Touch Packaging* project. Creating customized and interesting packaging using Art-as-Design inspiration.

Homework: Work on finalizing **Assignment #5 (part I): Artist Series Packaging**.

Week 10: **Lecture:** critique of **Assignment #5 (part I): Artist Series Packaging**— round one (first draft)

Lab: Part II: Work on revising & finalizing your package based on critique feedback of 1st draft.

Homework: Work on finalizing **Assignment #5 (part II):** final revision.

Week 11: **Lecture:** critique of **Assignment #5 (part II): Artist Series Packaging**— round two (final revision)

Lab: **Product Photography** —documenting your *Artist Series* project.

Class Rules & Requirements: (read the fine print...)

- Attendance is mandatory; commit to being in class every session, on time.
- Instructor attendance policy (following AiCA-SF guidelines): Our class meets for a total of 44 hours. Both you and I are expected to be present for all these hours. A class is made up of the people who are actually there participating. The more you are present, the higher your grade. **1 percent will be deducted from your average score for each full hour you are not in class, up to a maximum of 20% of your grade (1 pt. x 20 hrs.). Perfect attendance earns 2 extra percentage points.**
By school policy, there are no excused absences.
- All assignments should be finished on time in order to progress smoothly. *Assignments turned in late will receive lowered scores; see the included **Class Guidelines** for scoring information.*
Assignments more than one week late will not be accepted.
- There will be a critique of assignments at the beginning of many class sessions. You are expected to participate openly and freely in the critique. Mistakes are welcome; lack of participation is not.
- Projects will only be accepted for grading after they are **finalized** and presented during class.
Finalized means: **1.** Completed project **+** **2.** Presented to class.
- Any project can be reworked for a higher grade, as long as the original due date is met. Projects being redone must be submitted within one week from the original due date. If you aren't in class on the day the project is due, you can email me the finished artwork as an attachment (marty@martychappell.com) by due date. Large Photoshop, Illustrator, or PDF files (greater than 10 MB) should be saved as compressed JPEGs before emailing (please don't email a file larger than 10 MB). ***Your project will still need to be presented in class to receive credit.***
- Finished work must demonstrate an understanding of the techniques covered in this class and specified in the assignment.
- Students are expected to utilize the techniques covered in lectures and demonstrations, participate in class discussions by sharing opinions, information and experiences, use studio time for Packaging projects, give feedback to other students, and be open to new ideas.
- Demonstration of respect for others work and opinions is of utmost importance.
- **Plagiarism statement:** Plagiarism can be defined as presenting someone else's work as your own. Students found plagiarizing will fail the assignment and may fail the course.

Class Guidelines

Critique: all critiques will begin 15 minutes after class starts (@ 8:15, 1:15, or 6:15). Regardless of how talented a designer is, one of the more difficult aspects of producing a successful project is to show up on time and be prepared to reveal your work. Only those students who are present in class when the critique begins will receive full credit for showing their work. Students arriving late can participate in the critique, but will lose 10 points on their project grade. If you are late or not finished please come to class anyways—to offer your opinions and to see & hear what is being offered by your classmates.

Critique sign-up sheet: on critique days, there will be a sign-up sheet posted. Critique order will be first-come-first-served. Please list your name on the sign-up sheet when you get to class, if you want to show your work that day.

- **Due date, on-time** = full credit
- **Due date, late** (> 15 mins.) = minus 10 pts.
- **Late 1 week, on-time** = minus 15 pts.
- **Late 1 week, late** (> 15 mins.) = minus 20 pts.

Every student has **two chances** to present their work for a grade:

1. The day it's due
2. One week after it's due (minus 15 pts.)

If a student is absent on critique day, it limits the number of chances that a presentation can occur to only one possibility.

If someone is absent two classes in a row there will be no chance to have the work presented or recorded for a grade.

Product Photos: All projects produced in the *Intro to Packaging* class will need to be documented. Marty will help students to learn how to take better product photos—product photography is an important skill needed to produce a confident Graphic Design portfolio. You are welcome to shoot your own package photos—in or out of class.

Reworking projects: Many of the most successful package designs in class are the result of re-working the student's original designs. For this reason, all assignments can be re-worked and re-presented one week after the original due date. Projects turned in on time can be re-worked and re-submitted. Late work doesn't qualify.

Attendance:

8 hrs or less of missed class time, and you get a 4 hr. 'discount'. More than 8 hrs. missed, and *all* missing attendance will count off (no discount). Here's some examples:

- 1) 85% avg. minus 4 hrs. missed = 85% (B) (minus 0 pts.)
- 2) 85% avg. minus 8 hrs. missed = 81% (B-) (minus 4 pts.)
- 3) 85% avg. minus 8.25 hrs. missed = 76.75% (C) (minus 8.25 pts.)

Perfect attendance earns 2 extra grade points (for example: the final grade would change from 85 to 87).