

Course Syllabus

Course Number: GD301a
Course Title: **Package Design**

Class Meetings: Tuesdays & Thursdays
8am-10:50pm

Session/Year: summer

Instructor Name: Allen Tieri
Email Address: Atieri@aii.edu
Instructor Availability Outside of Class: Email to schedule an appointment

Package Design

Course Description:

Exploration of the design process in package design and the challenges of adapting 2D designs to 3D forms, both simple and complex. Projects will explore materials, structure, aesthetics, production methods, marketing objectives and budgetary constraints.

Course Length: 11 Weeks
Contact Hours: 66 Hours
 Lecture: 33 Hours
 Lab: 33 Hours
Credit Values: 4.0 Credits

Course Competencies:

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

Demonstrate craftsmanship (organization, neatness, precision)

- Select specific design approaches that appeal to a chosen audience

Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product

- Analyze and define creative challenges in message making
- Create a design solution that communicates concept

Select and apply appropriate visual elements

- Generate technically accurate drawings using perspective
- Construct sample packaging for new products
- Investigate the functional and aesthetic properties of successful packaging
- Analyze package display and overall appeal to appropriate audiences

Demonstrate the principles and effective solution and use of typography

- Utilize typography consciously influences the meaning of content and message

Develop practical skills in design, scheduling, budgeting, leadership, production, and project documentation

- Determine client marketing objective and target market definition

Determine appropriate, research, concepts, materials, tools, media and skills to solve design problems

- Explore industrial, consumer and promotional categories of package design
- Investigate governmental regulations dictating type size and placement of information on packages
- Organize project components

Apply professional principles and techniques of electronic file preparation

- Prepare files for output at service bureaus and printers
- Develop production plans, budgets, and schedules for print projects

Demonstrate construction skills of 3-D projects

- Generate technically accurate drawings using perspective upon which to base construction of 3-D projects
- Construct sample packaging for new products
- Demonstrate functional and aesthetic properties through construction

Demonstrate typography applications using technology

- Distinguish between traditional and computer based type
- Investigate alternative forms to digital type - readymade (found), altered, handmade as well as the design of typefaces
- Apply digital typographic solutions appropriate to the design goal

Course Prerequisites: *Typography – Expressive & Experimental*

Textbook(s):

Packaging Design: Successful Product Branding from Concept to Shelf 2nd Edition. Marianne Rosner Klimchuk & Sandra A. Krasovec
Wiley & Sons. ISBN: 9781118628997

Supplemental Text: *The Packaging Designer’s Book of Patterns*, 3rd ed. Wybenga and Roth.
Wiley & Sons. ISBN: 9780471731108

Technology Needed:

Macintosh computers running MacOS10.x with an Internet connection, flatbed scanners, Wacom tablets, printers, software including word processing, illustration, layout and design, virus utilities. Students should have removable hard or flash drive for personal file storage.

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:

The evaluation process is described below and, like this syllabus, is subject to change by the instructor. Any changes will be announced in class.

Student Evaluation/Grading Policies:

Students are encouraged to consult the instructor on any/all explanation(s) of each project/exam grade acquired.

Exam & Course Grade Details:

Additional exam information follows:

- Makeup exams/tests will only be considered for documented medical reasons, emergency circumstances, or campus-sponsored activities.

If you miss an exam/test, please notify the instructor AS SOON AS POSSIBLE (via e-mail) so that alternate arrangements can be made. Makeup for Exams will be allowed ONLY up to one week after the original scheduled date; after that the exam score will be 0 (zero).

Deadlines are hard and fast.

PROJECTS MUST BE HANDED IN ON TIME OR YOU WILL RECEIVE NO CREDIT.

NO LATE WORK WILL BE ACCEPTED. You cannot miss a deadline in the real world. You will not be allowed to extend a deadline in class.

All work in this course must reflect your own efforts. Group collaboration is encouraged. However a student must clearly demonstrate personal competence and individual expression in all assignments.

More project help can be obtained from the Learning Center .

Classroom Policy:**Equal Education Opportunity Policy**

The Illinois Institute of Art-Tinley Park does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, disability, age, religion, genetic marker, or any other characteristic protected by state, local or federal law, in our programs and activities. The following person has been designated to handle inquiries and coordinate the school's compliance efforts regarding the non-discrimination policy: Dean of Student Affairs at 708.781.4031.

Students with Disabilities:

The Art Institute of Tinley Park is committed to providing qualified students with a disability an equal opportunity to access the benefits, rights and privileges of school services, programs and activities. The Art Institute of Tinley Park provides reasonable accommodations to students with documented disabilities.

Accommodation requests should be submitted as far in advance as possible. It is the responsibility of the student to contact the Disabilities Services Coordinator Dean Michael

SaintLuke-Robinson. The Student Affairs Department will assist qualified students with disabilities in acquiring reasonable and appropriate accommodations.

Disability Services

The Illinois Institute of Art-Tinley Park provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at Illinois Institute of Art-Tinley Park.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator Dean Michael SaintLuke-Robinson of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room 249 or call 708-781-4031. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Attendance Policy:

Students are expected to attend class. Advance notice of an absence **MUST BE** provided to the instructor **via e-mail**.

Seven (7) or more absences will result in an Attendance Failure.

Registrar office personnel and/or academic advisors will be consulted for any questionable absences and/or absence-related issues.

each student must sign his/her own name on the attendance sheet on each day present. If a student is absent and a student who is present signs in the absent student's name, then there will be some form of penalty toward the present student to be decided by the instructor.

Student Conduct Policy:

Here are The Illinois Institute of Art-Tinley Park's policies and procedures on **cheating** and **plagiarism**:

- Cheating is the act of obtaining or attempting to obtain credit for work by the use of dishonest, deceptive, or fraudulent means.
- Plagiarism is the act of taking ideas, words or specific substance of another and offering them as one's own.

Cheating, plagiarism, and falsification of student work, including documents submitted to the College for other than academic work, are serious matters and may result in one or all of the following actions:

1. Warning: The student may receive a warning that any future misconduct may result in suspension.
2. Forfeiture: The student may suffer the loss of all or part of the credit for work conducted in association with academic dishonesty.
3. Academic Failure: The student may receive an "F" grade for the assignment or for the course
4. Suspension or Dismissal: The student may be suspended or dismissed from the College.

Charges of academic dishonesty brought against a student must be made in writing by a faculty member and submitted to the Academic Director. The Academic Director will forward the charges to the Dean of Academic Affairs who will review cases of alleged academic dishonesty with an ad hoc committee and make a written recommendation on action to be taken. Both the faculty member and the student will be advised of the actions to be taken.

(*Employee Handbook*. The Illinois Institute of Art-Chicago, fiscal year, 2004.)

The policy in this class will be consistent with all of The Illinois Institute of Art – Tinley Park policies and procedures.

LRC Assignment:

Tutoring is available, free of charge, by calling 708-781-4080 or adewey@aii.edu to setup an appointment. **Suggested Weekly Outline**

- Week 1:** Discussion: Intro to class / Intro to die lines and style guides for production- die lines
- Week 2:** Critique: Bottle concepts
Discussion: Molding and Blowing- Bottles
- Week 3:** Critique: Revised bottles and label concepts
Discussion: Structure and Manufacturability- Fragile Item Part 1
- Week 4:** Critique: Final Bottle Design and structural concepts
Discussion: "Green" Labeling- Fragile Item Part 2
- Week 5:** Critique: Drop testing of Fragile Item
Discussion: Designing the Visual (Shelf Presence)- Consumer Goods Series
- Week 6:** Critique: Review packaging series comps
Discussion: Designing for Desire (Luxury and Print Techniques)- Consumer Goods Series
- Week 7:** Critique: Consumer Goods Series
Discussion: Blisters, Cards and Clamshells (Materials and Environmental Issues) Part-1
- Week 8:** Critique: Clamshell packaging concepts.
Discussion: Blisters, Cards and Clamshells (Materials and Marketing) Part-2
- Week 9:** Critique- Final Blisters
Discussion- Designing Beyond the Box (Materials and Originality)- Part 1
- Week 10:** Critique- Proof of concept
Discussion- Designing Beyond the Box (Materials and Originality)- Part 2
- Week 11:** Final

THE ILLINOIS INSTITUTE OF ART TINLEY PARK

Course Syllabus: Package Design

Course Name:	GD 301 Package Design	Instructor:	Tieri
Department:	Graphic Design	Office Phone:	TBD
Length / Hours:	11 weeks, 66 hours	E-Mail:	atieri@aia.edu
Credits:	4	Time & Place:	TBD
Term & Year:	Summer 2013	Section(s):	TBD

I, _____

hereby acknowledge that I have received, reviewed and understand the syllabus and the expectations and requirements of GD301 Package Design.

Name: _____

Date: _____