

GRDS 3305

Fall 2016 // Packaging Design
GRDS 3305.001

Nancy Miller
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o: 361-825-2380

Office Hours Meeting Time
T/Th 9-11 am M/W 9-11:50am
Bay Hall 224C Bay Hall 234

tamuccdesign.wordpress.com

Course Description

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. Focusing on three-dimensional packaging students will learn how design applies to various surfaces, products and audiences.

Prerequisites: GRDS 1301, 1302, 2301, 2302

Student Learning Outcomes

- The student will create effective thumbnail sketches, roughs, computer comps, and final mock-ups that realize the potential of the design concept.
- The student will illustrate the effectiveness of packaging and display design through increased awareness of marketing design strategies by critically thinking about human interaction with packages.
- The student will demonstrate the ability to use typography and imagery to create compelling packages and displays that communicate effectively and persuade the target audience.
- The student will diagnose the relevance of packaging to visual communication and solve business problems with creative and innovative three-dimensional design solutions that are appropriate and powerful.

Email

You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.

- Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.
- Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.
- E-mail communications should be about class business.
- Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Required Texts

Package Design Workbook: The Art and Science of Successful Packaging
by Steven DuPuis, John Silva

Recommended Texts

Designing Sustainable Packaging by Scott Boylston

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free).

Attendance, Participation, & Grading

Attendance is recommended for your success and will be recorded during each class session.

- Four (4) absences will result in the drop of a single letter grade for the semester.
- Arriving late to class on three (3) occasions will result in the recording of one (1) absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Leaving early will result in a half absence.

Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

How will I grade?

Each project will be graded on three factors: 1) discussions, critiques, and other class participation; 2) your creative process; and 3) the final artifact.

Please see last page of this syllabus to see the projects you will be completing this semester.



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Grading Scale

100-90 A, 89-80 B, 79-70 C, 69-60 D,
59 & below F

Attendance

Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

Late Work

No late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in and present to the class on an earlier date.

Plagiarism

Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

Professionalism

Cell Phones

Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones

Headphones are not permitted during lectures/presentations by either the professor or your classmates.

Studio Work Time

We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects.

Academic Advising

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

Grade Appeal Process

Students who feel they have not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website (<http://cla.tamucc.edu/about/student-resources.html>). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

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*class schedule is tentative
and is subject to change*

Week One **August 24**

In Class

Introduction, Syllabus, Course Overview.
Packaging 3D to flat, exercise
Discussion :: What is Packaging?

Homework

Purchase books/Provide Free Slideshare
Read :: [Five Things Product Packaging](#)
Bring 1 Good/1 Bad Package example to
next class

Week Two **August 29/31**

Monday

Review Examples
Discussion :: Three Dimensional Design

Homework

Readings :: pp.22, 65-75

Wednesday

Discussion :: Types of packaging
Assignment :: Good/Bad Packaging
Case-studies

Homework

Readings :: pp. 104-119
Good/Bad Packages case studies

Week Three **September 7**

September 5 Labor Day Holiday

Wednesday

Due/Discuss :: Good/Bad Packaging
Case Studies
Exercise :: Prototyping
Discussion :: Rapid Prototyping/
Creating Dummies

Homework

Readings :: pp. 136-145

Week Four **September 12/14**

In Class

Assignment :: Project One (milk & soup)
Work days

Homework

Readings :: pp. 76-104

Week Five **September 19/21**

In Class

Working Day :: Project One

In Class

Discussion :: Photographing Products
& Good Practices

Homework

Readings :: pp.124-136

Week Six **September 26/28**

In Class

Discussion :: Designing for a specific
store/brand
Discussion :: Designing for various Elements

Homework

Finalize Project One

Week Seven **October 3/5**

In Class

Monday

Due :: Class Critique Project One
Assignment :: Project Two

Wednesday

Discussion :: Keeping track of your process
Discussion :: What's in a Name?

Homework

Mind Mapping
Name development
Reading :: pp. 44-51

Week Eight **October 10/12**

In Class

Discussion :: Developing Personas
Discussion :: Creative Brief
Handout :: Personas/Creative Briefs
Discussion :: Moodboards

Homework

Personas/Brand Development
Mood Boards
Creative Briefs

Week Nine **October 17/19**

In Class

Field Trip/Discussion :: World Market
Discussion :: Brand Systems
Working Week :: Research Phase

Homework

Review Skillshare Tutorial
Readings :: Skim Case Studies pp. 146-235
Test next week

Week Ten **October 24/26**

In Class

Due :: Personas/Creative Briefs
Due :: Final Moodboard
Discussion/Review :: Student Design
Ideas/Briefs
Working Week :: Project Two
Test on Reading Assignments

Homework

Preparing for WIP critiques

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Week Eleven **October 31/ November 2**

In Class

Assignment:: Label Redesigns
Working Week Project Two / Labels

Homework

Preparing for WIP critiques
Creating Working Design Dummies

Week Twelve **November 7/9**

In Class

Discussion :: Selling Your Design, POP
Small Group/Class Critiques Project Two

Homework

Finalize Design
Work on assigned projects

Week Thirteen **November 14/16**

In Class

Discussion :: Presenting Final Packages
Working Days Project Two
Small Group/Class Critiques :: Label
Redesign and Project Two

Homework

Work on assigned projects

Week Fourteen **November 21**

**No classes November 22-25 • Happy
Thanksgiving**

Homework

Work on assigned projects

Week Fifteen **November 28/30**

In Class

**Due :: WIP Label Redesigns for class
critique**
Working Days

Homework

Complete design for Project Two for
Individual Critique with Professor next class,
Labels Due next class

Week Sixteen **November 28/30**

December 5 Last Day of Class

In Class

Due :: Label Redesigns, Turn in digital files
Indiv. Critiques with Professor :: Project Two
Due :: Hand in Process Books
Final Working Days

Homework

Refine & photograph finished design for
Project Two

Week Seventeen **December 12 • 8-10:30 am**

Final Exam In Class

Due :: Class Critique :: Project Two
**Due :: Hand in .pdf of flat file & electronic
photo of final packaging project**

Resources:

Packaging Design:

[The Dieline](#)

[Designspiration :: Packaging](#)

[CreatelD.com](#)

[LovelyPackage.com](#)

[PackageDesignMag.com](#)

[Packaging Design Archive](#)

[Brand New](#)

[Packaging of the World](#) **Best Resource

[Behance](#)

[Pinterest](#)

Tutorials:

[Lynda.com - Package Design with Illustrator](#)

[Skillshare - Dieline Sketching Concepts](#)

Photography Tips:

[Wix](#)

[Paperleaf](#)

[CreativeBlog](#)

[Houzz](#)

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Grading Opportunities

Good/Bad Packaging (5%)

Students will be asked to compile examples of what they feel are good (3) and bad (3) packaging designs. Each image must be accompanied by a paragraph describing why they feel the packaging is either good or bad using appropriate design language (not it's pretty, or I think it's cool).

Project One (10%)

Students will be asked to design panels on a provided dieline for 2 small products. The students will construct and present their rapid prototypes in class.

Project Two (35%)

The final project of the semester will require students to purchase an item whose packaging they feel should be recreated. The student is responsible for researching, creating prototypes, designing, photographing and defending their new packaging solution.

Research (10%)

Individual Persona: Used prominently in the design industry, personas allow designers to create a report that outlines a member of a larger group. By creating this document, we are able to remain aware of our target audience and their specific needs.

Brand Design Persona: Based on the same model specifying your target audience, this persona will help you give your design a specific personality. We will be discussing how emotion plays a pivotal role in the success of design.

Process Book (10%)

For your second project, you will be asked to maintain an up-to-date process book containing all research, sketches, patterns, prototypes, process photographs, articles, color studies, moodboards, etc. Your process book should be well organized in a 1 to 1.5 inch black binder with plastic sleeves and dividers.

Label Design (10%)

Research consumer products or goods online or in-store and choose any 2 product labels that you feel need a design overhaul. Using Adobe Creative Suite, improve the front-facing or main area of the product label only with an elevated, more appropriate design.

Test (10%)

Test on reading material

Class Participation (10%)