

grph 2380/packaging design thu 300p-545p + 600p-845p syllabus

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course description:

Students develop creative packaging solutions that attract attention while communicating visually through the use of three-dimensional form, packaging materials, typography, color, and graphics. Studio.

This is an advanced studio design course in the development of packaging for the marketplace. Students will be exposed to how package designers visually communicate using 3-dimensional form. Emphasis is placed on developing solutions in relationship to marketing concepts and objectives for various products. In addition, consumer and client research and marketing techniques will be addressed.

course objectives:

1. Understand and design all the elements required for toy packaging.
2. Apply industry knowledge in the designing and execution of a bottle and package design for cosmetics.
3. Research creative packaging structures.
4. Research dimensional thinking, die cuts, and folding techniques.
5. Apply industry knowledge in the preparation of a mechanical, (layout) for printing, and understand the technology behind various printing techniques.

program learning outcomes:

1. Apply problem solving in the development of a creative concept of solution.
2. Execute the idea and conduct a final presentation to the client for evaluation.
3. Apply principles of marketing to the visual message through marketing, research, and comparative analysis.
4. Exhibit high level of design and technical skills in creative and visual messages.
5. Use effective written and oral communication skills through class assignments and discussions.

prerequisites:

This is an advanced graphic design course.

Prerequisites: GRPH 2250, GRPH 2400, GRPH 2540, GRPH 2500.

materials:

You will need to purchase the following tools if you do not already own them. Some will be supplied to you as part of the course supplies. In some instances you will also be required to have the means necessary to output your work at a larger size than 11 x 17

It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work.

Storage devices (USB Flash Drives, Portable Hard Drive)

White Poster Board/Backing Board- As needed

T-Square - Metal at least 24"

Xacto Knife with #11 Blades

Sketchbook

Steel Ruler (24") Corked Back

Tracing Paper (14 x17)

Digital Camera

Super 77 Spray Adhesive or Adhesive Sheets

CDRW or CDR for turning in projects

other materials as needed per project

Recommended:

Large Format Inkjet Printer - prints 13 x 19 or larger

the computer:

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. Students are recommended to use the computer lab outside of class or your own computer at home. Lab-time is not regulated, but it is up to you to get as much experience using the computer. The majority of the work in this class will be completed on the computer, but be aware that the computer is just a tool and that fundamentals and concepts are what we are emphasizing in this course. "There is nothing worse than a sharp image of a fuzzy concept". It is your responsibility to always keep your files backed up and organized.

Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you.

attendance:

Studio/Lab courses, such as this, strongly take into consideration the entire learning and work habit process as well as required assignments.

Lectures, directions, demonstrations and critiques will not be repeated. Each student is expected to stay the full length of the class from beginning to the end. Try not to miss class on days that projects are due because of unfinished projects. It is important you still receive information on those days. It is your responsibility to get missed information due to absences or tardiness.

evaluation:

Students will be evaluated on the basis of:

- Projects
- Class participation, interaction, and discussion.
- Evidence of initiative, creative and imaginative responses.
- Quizzes and written assignments

grading rubric for each project:

- 10 research (research presentation - if applicable)
- 10 process (thumbnails, research, comps)
- 10 concept (overall idea and development of ideas)
- 20 execution (final solution, typography, color, image etc)
- 10 craft (final physical appearance and production skills)
- 5 presentation (in class presentation of your project)
- TOTAL = 65 total points

Feel free to ask me about your grade totals at any time.

There is a possibility of quizzes and writing assignments during the quarter.
Extra credit assignments and projects might be developed as well.

grading scale:

93-100%	A
90-92.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
67-69.9	D+
63-66.9	D
60-62.9	D-
59.9 – Below	F

late projects:

DO NOT TURN IN LATE PROJECTS. The design profession is based on deadlines. If you choose to turn in a final stage of a project late or come in late when a final project is due, you will receive zero credit in the presentation portion of your grade (-5 points). Each course meeting the project is late you will be deducted 5 points overall. Turn it what you can the day that it is due.

Project improvements can be made, but not to improve your grade. What you turn in the day it is due is what will be graded. This is a senior level class and there are no exceptions.

A few notes on this on project due dates:

Turning in something on the day it is due is almost always better than turning in nothing at all or turning it in late.

If something is due and you have nothing, show up anyway to participate with others

If you come late the day a final project is due for presentation, you will NOT be able to present your work.

definitions of academic honesty:

CHEATING is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.

FABRICATION is the use of invented information or the falsification of research or other findings in an

academic exercise.

FACILITATING ACADEMIC DISHONESTY is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.

PLAGIARISM is the submission of another's work as one's own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

miscellaneous:

I. Don't be shy about experimentation. I will be looking for ideas and projects that push the limits.

II. Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc. Do not be afraid to run any concept or idea by me. I want to encourage creativity and experimentation as long as you understand the fundamentals.

III. This class is intended to serve your needs. Learning requires active participation. If you have personal suggestions or requests, please do not hesitate to address them.

IV. Do not to use the computers, scanners, and printers for other class projects or work on any other projects during class time other than our own.

V. Food and drink are prohibited in computer labs.

VI. Show respect and be helpful to your fellow students. Have your work done and be present when we view the class work. Help each other in the lab. Remember, the person you help today might return the favor in the working world. Start creating your contacts now.

VII. Participate in AIGA (American Institute of Graphic Arts) Los Angeles Chapter events. Begin to immerse yourself in the industry. It will help you greatly.

disabilities services accommodations:

If you qualify for accommodations due to learning, physical, medical, or emotional disability, please meet privately with your instructor to discuss the accommodations you may require in the course.

project types:

There will be 3 projects, one exercise, and one group research/development project. The schedules will be passed out when the project is assigned. **FIDM Email is an official form of communication. When not in class this will be our primary way of making announcement and asking questions if necessary.**

links and resources:

How to understand food labels:

<http://www.cfsan.fda.gov/~dms/foodlab.html>

How to create food labels:

<http://www.fda.gov/Food/GuidanceComplianceRegulatoryInformation/GuidanceDocuments/FoodLabelingNutrition/FoodLabelingGuide/ucm064904.htm#general>

the type doesn't have to be the exact sizes specified. You can change according to your package size.

Paper or other substrates:

<http://www.kellypaper.com/>

You can find various samples to purchase here. Various locations, closest is Chatsworth

<http://www.continentalart.com/main.htm>

Go upstairs as they also have large sheets and hand made papers

<http://www.dickblick.com/stores/>

Blick Art Stores

CD/DVD/BLURAY packaging supplies:

<http://www.effectuality.com/>

Pre Manufactured Bottles/Tins/Containers

<http://www.specialtybottle.com/>

<http://www.containerandpackaging.com/>

How to Etch Glass:

http://www.ehow.com/how_8589_etch-glass.html

Cool Packaging Blogs + Links (don't steal ideas!):

<http://www.thedieline.com/>

<http://www.packagedesignmag.com/>

<http://lovelypackage.com/>

<http://dzineblog.com/2009/01/packaging-design-inspiration-part-3.html>

<http://www.coolhunting.com/fastsearch?tag=Packaging>

<http://dzinebites.blogspot.com/>

<http://www.packagingoftheworld.com/>

<http://ambalaj.se/> this is mostly ecofriendly packaging

<http://www.boxvox.net/> (discusses packaging content as well as design)

proposed schedule:

Week 1

Course Introductions

Graphic Designer tools/What is packaging?

Understanding Your Brand/Anatomy of a Package

Cube Exercise Assigned

Week 2

Research Assignment 1 Due and Initial Ideas on P1 Due

Lecture: Artwork Layout + Imagery

Cube Demo

Week 3
Branding and Layout Due / Mini Mock Ups
Cube Due

Week 4
Project 1 Due
Project 2 Launch
Lecture Sustainable Packaging

Week 5
Project 2 Thumbs/Research Due

Week 6
Project 2 Comps/Mock Up Crit

Week 7
Project 2 Final Due for Critique
Project 3 Launch

Week 8
Project 3 Sketches/Mood Boards Due

Week 9
Lab/In class session
Project 3 Comps/Crit

Week 10
Project 3 Due

*this syllabus is subject to change