

SYLLABUS Art Center at Night

ACN		● ArtCenter	
Intro to Package Design		ACN-256	01 2 Units
950 Building, Room M51		7:00 – 10:00 PM	Monday Su17
INSTRUCTOR	Name	Dan Hoy	
	Contact information	dhoy@artcenter.edu	
	Office hours/location	By Appointment	
COURSE DESCRIPTION			
<p>This course will explore the exciting and changing realm of package design. In this 14-week course you will develop creative packaging solutions that attract visual attention through the use of 3D form, packaging materials, typography, color and graphics. This course will also explore sustainability issues and emerging technologies that will change consumer interaction with packaging in the future. An ideal course for designers seeking to add packaging design to their portfolios or increase awareness of the packaging field.</p>			

COURSE LEARNING OUTCOMES	
<p>Students will be able to: (CLO1) Understand how to develop research and gain a broader understanding of the many opportunities within the package design field; (CLO2) Use an effective design process and phases of design to develop innovative concepts for packaging solutions; (CLO3) Understand how to source materials, containers, and resources to bring their concepts into fruition as 3D models; (CLO4) Understand how to work with typographic elements and basic legal required copy elements on packaging; (CLO5) Understand a basic introduction of printing methods; (CLO6) Understand how to present visually and verbally, and document an in depth project via development of a workbook related to a major project in this class.</p>	
ANTICIPATED SCHEDULE (List of major projects and assignments. See weekly plan for full schedule of projects & activities)	
1. Research project related to Great / Bad packaging	Weeks 1-2
2. Hypothetical Product Line Packaging	Weeks 1-14
3. Final Project (TBA)	Weeks 9-14

GRADING
<p>Each main project will receive a final grade based on evaluation of design concept; research related to topic, project execution, overall design, layout of elements, sensitivity to typography, use of color, naming and logotype development where applicable, exploration of materials, structural explorations, attention to detail, overall craftsmanship; visual and verbal presentation techniques, project documentation via a workbook. (70%). Participation in Class Discussion and Critiques (15%). Personal Progress throughout term (15%).</p> <p>In Week 10 you will present your term project to the entire class during a Semi-Final Presentation. Term project must be presented and accompanied by an 11 x 17 Workbook showing all research and explorations. This presentation is mandatory and you must show your physical packaging in whatever stage it is in at this time.</p> <p>The Term Project will be re-presented along with the Final Project in Week 14. Being late to Final Presentations will lower your grade by 1 full grade. Missing the Final Presentations is grounds for failure. Late projects will be marked down ½ letter grade for each week it is late.</p> <p>Arriving to class on time, being present and attentive during class at Art Center is essential.</p>

Poor attendance will affect your final grade in this class.

Tardy -0.2 grade points
 Absent or late more than 1 hour -0.6 grade points

3 tardies count as 1 absence
 3 absences is grounds for failure at Art Center.

COST INFORMATION

Materials and suggested textbooks:	<p>An 11 x 17 Itoya Folder is required for this class. General supplies are an xacto knife, xacto blades, metal ruler, Super 77 spray adhesive, tape, PVA bookbinding adhesive, 18 x 24 self healing cutting matt, scoring tools to score paperboard with, Paperboards and substrates as needed.</p> <p>Title: Advanced Packaging by Pepin Press, ISBN# 978 90 5768 144 8; Title: Complex Packaging by Pepin Press, ISBN# 978 90 5768 145 5; Title: Fancy Packaging by Pepin Press, ISBN# 978 90 5768 146 2.</p>	ESTIMATED COST OF MATERIALS:	\$ 300.00
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INSTRUCTION/HOMEWORK

CLASS ACTIVITIES	X	Lecture/Discussion	WEEKLY HOMEWORK:	8-10 hours
	X	Instruction/Demonstration		
	X	Critique		
	X	Studio time		

WEEKLY PLAN OF ACTIVITY

Week	Topic	Class Activities	Assignments
Week 1	Overview of class. Intro to Exercise and Term Project 1	Overview of class, discussion of the field of package design, review of physical samples of packaging. Introduction to Great / Bad packaging exercise. Introduction to Hypothetical Product Line Packaging Term Project.	Find examples of Great / Bad existing package design. Begin brainstorming concepts related to Term Project 1. Develop initial research related to category, define 5 key words, target audience, marketplace, competition, inspirations. Work on initial list of possible names if applicable, develop quick rough sketches of packaging options on 11 17 paper. Gather physical products / items to include in your hypothetical product line packaging.
Week 2	Review of Great / Bad packaging. Review of initial concepts related to Term Project 1.	Presentation of found examples of Great / Bad packaging. Kickoff presentations of concept(s) related to Hypothetical Product Line Packaging Term Project. Show 11 x 17 visual panels and actual physical items you would like to include in your overall product line packaging.	Following presentations begin exploring refinements to name development, initial logotype development, refined rough sketch indications of packaging options.
Week 3	Design Pod Reviews	Design Pod Reviews of Hypothetical Product Line Packaging. It is essential to arrive to class on time and bring in all research , design process, and actual physical products, items you are	Following your Pod Reviews during week work on refinements to logotype, develop semi-tight indications of packaging options, begin initial explorations of structural studies where applicable. It is essential to have all actual physical items

		packaging in your line. Bring in a black marker or pen to sketch with.	you are packaging by this time.
Week 4	Review of Design Process	Must bring in all actual physical products / items you are packaging. Presentation of refined indications of packaging directions and logotype development. Show initial structural form / container studies for your 3-5 minimum items related to your hypothetical Product Line Packaging.	Work on development of physical structural explorations related to your packaging. Work on refinements to logotype. Establish all copy to appear on the exterior and interior of your packaging.
Week 5	Review of paperboard and folding cartons.	Detailed lecture on paperboard, folding cartons, and rigid cartons. Many paper samples and packaging samples will be shown.	Continue to refine packaging indications and structural explorations. Apply rough graphics and typographic explorations to your physical form explorations and / or containers containing your 3-5 minimum actual physical products or items.
Week 6	Review of all required copy elements to appear on packaging	Must bring in all actual physical products / items you are packaging. Present physical structural forms or containers with graphics and all typography applied to forms in a loose manner. Show refinements to logotype development and color studies.	Develop color studies and begin considering how your packaging might be displayed at point of sale.
Week 7	Discussion of multiple-facings and display options.	Bring in all actual physical products / items you are packaging. Show 3-D appearance models of packaging with all graphics and typography loosely applied to your forms or containers.	Work on indications of Multiple-Facings or Display Options where applicable. Make refinements to all packaging elements. Refine all copy elements.
Week 8	Overview of how to present your project during Semi-Final Presentations	Detailed lecture on how to present your project during the mandatory Semi-Final Presentations in 2 weeks. Show refinements to all elements.	Begin preparing packaging and 11 x 17 workbook for the mandatory Semi-Final Presentations in 2 weeks.
Week 9	Reviews of refinements. Intro to Final Project.	Intro to Final Project. Reviews of all packaging elements before Semi-Final Presentations.	Prepare your visual presentation panels, physical packaging, 11 x 17 workbook for next week's Semi-Final Presentations. Begin brainstorming concepts, and developing quick research related to Final Project.
Week 10	Semi-Final Presentations of Term Project	Semi-Final Presentations of Hypothetical Product Line Packaging. Present 11 x 17 visual panels relating to packaging category, marketplace, target audience, 5 key words; 5 x 7 concept statement; 10 x 10 logotype panel; show 3-d appearance models of packaging as tight as possible up to this stage (these may be shown as works in progress as these will be re-presented in Wk 14); Show 11 x 17 Workbook including all research and explorations.	Following presentations be prepared to briefly describe your overall concept related to Final Project. Work on refined research and explorations related to final project during week.

Week 11	Review of concepts related to Final Project.	Presentation of research, concepts, possible name explorations related to Final Project. Show actual physical found existing container(s) you are interested in working with for Final Project.	Following presentations work on refined research, name explorations if applicable, and refined indications of packaging explorations. Explore label studies on container(s) where applicable. Work on refinements to Term Project if applicable.
Week 12	Refinements to Final Project.	Show logotype studies where applicable. Show initial label explorations applied to your found container with graphics and typography applied to your labels. Show refinements to Term Project if applicable. Discussion of how to present during Final Presentations.	Work on development of refined label explorations and applications. Establish and develop all copy to appear on your packaging and labeling. Work on refinements to Term Project if applicable.
Week 13	Final Reviews	Final reviews of how to set up for Final Presentations. Reviews of Final Project and any refinements to Term Project if applicable.	Work on final refinements and development of final appearance model for Final Project. Prepare visual panels to present next week during Final Presentations. Work on final refinements to Term Project if applicable.
Week 14	Final Presentations	Final Presentations of Final Project and Hypothetical Product Line Packaging Term Project. Show 11 x 17 Workbook related to Term Project.	Develop high res digital photography of all work completed during the term. Turn in a copy of all photography to instructor during The Final Presentations.

EXPECTATIONS FOR CLASSROOM CONDUCT

ArtCenter is committed to maintaining a civil and safe learning environment, free from bias, coercion, and harassment for all. The classroom is a shared environment where all parties are accountable for behavior and contributions to a productive and supportive atmosphere. We understand that our members represent a rich variety of backgrounds and perspectives and are committed to providing a set of conditions for learning that respects diversity. While working together to build this community we ask all members to:

- Be open to the views of others
- Honor the uniqueness of colleagues
- Communicate in a respectful manner
- Recognize differences in learning, language, approach and ability
- Appreciate the opportunity that we have to learn from each other in this community
- Respect the work and materials of others

All students are expected to abide by the ArtCenter Code of Conduct. All Faculty members, as Employees, are expected to abide by the Employee Standards of Conduct. The full statements of these policies can be found in the [Student Handbook](#), [Faculty Handbook](#), and [Employee Handbook](#). If you have any concerns or would like to discuss an incident, please contact your Instructor, your Department Chair, the [Center for the Student Experience](#), or the [Office of the Provost](#).

POLICY AGAINST HARASSMENT

The College is committed to providing an educational environment that is free of any kind of unlawful harassment. In keeping with this commitment, the College maintains a strict policy prohibiting unlawful harassment by any employee and by any third parties, such as contractors, visitors, students or vendors. Any harassment on the basis of race, color, religious creed, sex, ancestry, national origin, age, physical or mental disability, medical condition, genetic characteristic, marital status, veteran status, sexual orientation, gender identity, transgender identity or any other characteristic protected by federal, state or local law is strictly prohibited. Examples of such conduct that may violate this policy include verbal harassment, physical harassment or visual harassment. Verbal harassment may include, but is not limited to, epithets and derogatory comments or slurs on any of the bases listed above. Physical harassment may include, but is not limited to, assaulting, impeding or blocking movement, or physically interfering with the normal work or movement of another, when directed at that individual on any of the bases listed above. Visual harassment may include, but is not limited to, the display or possession of derogatory posters, cartoons, computer images or drawings on any of the bases listed above. Violation of the Policy Against Harassment may result in disciplinary action, up to and including suspension or dismissal. Please see the [Student Handbook](#) for additional guidelines on the above.

Title IX Student Policy and Procedure

ArtCenter does not discriminate on the basis of sex, gender or sexual orientation in its education programs or activities. ArtCenter complies with Title IX of the Education Amendments of 1972, and certain other federal and state laws, which prohibit discrimination on the basis of sex, gender, or sexual orientation in employment, as well as all education programs and activities operated by the College (both on and off campus), and protect all people regardless of their gender or gender identity from sex discrimination, which includes sexual harassment and sexual violence. For more information, please see the [Notice of Non-Discrimination and Policy Statement](#). Further contact information, policies and procedures, complaint forms, and other resources can be found on the [Title IX Webpage on Inside.ArtCenter.edu](#).

ATTENDANCE POLICY

To complete a course successfully, students must attend all class sessions (unless they are engaged in research or location assignments that have been authorized in advance by the class instructor of the missed class). The instructor takes attendance at the beginning of each class. At the discretion of the instructor, three or more absences may result in a grade of F. Students who miss a class due to illness should discuss the absence with the instructor at the next class meeting. Students who are ill for a week or longer should inform their Department Chair's office of their absence. Please see the full Attendance Policy in the [Student Handbook](#) for more information.

DISABILITY STATEMENT

ArtCenter complies with the Americans with Disabilities Act, Section 504 of the Rehabilitation Act, and state and local requirements regarding students and applicants with disabilities. Under these laws, no otherwise qualified individual with a disability shall be denied access to, or participation in the services, programs and activities of the College. The Center for the Student Experience has more information on Disability Services, policy and Resources for students. Please see the full Disability Statement in the [Student Handbook](#) for more information.

STATEMENT OF ACADEMIC AND CREATIVE INTEGRITY

Academic and creative integrity is essential to personal and educational growth of students, which all members of the ArtCenter community are expected to uphold. This value maintains the standards of excellence of the College and creates a meaningful learning environment. A violation of the Academic and Creative Integrity Policy is defined as misconduct including but not limited to plagiarism, creative dishonesty, multiple submission of the same work, cheating, unauthorized collaboration, misrepresentation of ability, sabotage, falsification of records, and complicity in any of the above. The full Academic Integrity Policy can be found in the [Student Handbook](#).

GRADE POINT DESCRIPTIONS

Grades are considered FINAL when submitted by the faculty and can only be changed to correct an error in grading or to change an official Incomplete grade to a final grade. Students CANNOT submit or redo work after the end of the term unless an official Incomplete has been approved. The deadline for changing an Incomplete grade is Friday of Week 14 of the term following the term when the course was taken. The deadline for changing an incorrect grade is Friday of Week 6 following the term when the course was taken. Please see the [Student Handbook](#) for the full statement on Grades and Grade Points. ArtCenter uses the following grading system:

A	4.00 points	C+	2.50 points	D-	0.75 points	N	0.00 points (Non-attendance Failure)
A-	3.75 points	C	2.00 points	F	0.00 points (Fail)	U	0.00 points (Unsatisfactory)
B+	3.50 points	C-	1.75 points	S	0.00 points (Satisfactory)	P	0.00 points (Pass)
B	3.00 points	D+	1.50 points	I	0.00 points (Incomplete)	W	0.00 points (Withdrawal)
B-	2.75 points	D	1.00 points	M	0.00 points (Missing)		