

Package Design 22 439

Prerequisites: 238, 338 Must be completed prior to enrollment in this class.

Edwin Jager
516AC

office hours: Mon/Wed.: 12.40–1.40pm
or by appointment

email is the best means to contact me: jager@uwosh.edu

If you must, call my office only: 424 7057

class homepage: edwinjagernet.net/teaching/22_439_Package_Design

facebook: UWO Design

Three-Dimensional Graphic Design

It is a time-tested axiom of marketing that consumers do not buy the product; they buy the package. It has also been proven that more than two-thirds of purchasing decisions are made at the point of sale and brands also constantly redesign their packaging to remain competitive in the marketplace. Package Designers often talk about the story that the packages are telling. How do you convey a compelling narrative for a brand over the many facets of a three-dimensional form? How is the experience of designing a package similar to other graphic design work you have completed and how is it different?

Package Design is a critical discipline in the fields of design and marketing and we will explore strategies for effectively packaging products throughout this semester. Projects in this course will be focused in three-dimensional problem solving. Coursework will explore simple box structures to multi-part packages. Areas of investigation will include branding, planning, construction, and the marketplace. Of particular concern will be the manner in which good packaging can add value to a product. Often this perceived value is achieved through aesthetic means, but it is also attained through material choice, construction, and attention to detail.

We will make many objects based on research, invention and pattern-making. It can be difficult to translate two-dimensional graphics into physical objects, so projects, lectures, readings, and discussions will help you to build your comfort with the third-dimension.

Assignments

There will be four major assignments or **Projects** that you will complete this semester. You will also be expected to complete **Workbook Assignments** that contribute to your project grades.

1. Position 25%

A new brand must find its way in the marketplace.

2. Reposition 25%

Brands must stay current. Redesigns can be Evolutionary or Revolutionary.

3. Extension 25%

An established brand capitalizes on its Brand Equity and expands into new product categories.

4. Shopability 25%

This final project will address the overall retail experience related to packaging.

Criteria

Each assignment, upon completion, is evaluated relative to the goals expressed at the introduction of the project. Projects will be evaluated for **Idea/Concept; Research/Preparation; Articulation/Technique; Presentation.**

Questions that are important to ask:

How does the solution relate to the assignment goals?

Are all the elements appropriate? How does the outcome relate to your style/mood boards?

Does the work express understanding of the concepts learned from lectures, readings, and demonstrations?

Does the final submission demonstrate progress in the project development from beginning to conclusion?

Did you ask appropriate questions to clarify assignment intentions?

Have you organized your thoughts and research, sketches, drawings, trials, proofs and comprehensives?
 Do all design elements have corresponding research and notes? Does your research go beyond collecting images of previous solutions to the problem?
 Did you research historical and contemporary design practice?
 Did you effectively discuss your work and the work of others during critique?
 How far did you go in exploring concepts, design and form, gestalt? Have all elements been refined?
 Did you submit proofs, models and evidence of experimentation?
 How original is the concept?
 Are all image/content sources and references completely documented?
 Have your abilities and experiences been tested? Does the conclusion demonstrate personal growth?

Deadlines

To succeed as a professional in the field, you must be able to organize your work and meet deadlines. Each assignment will be discussed in critique. Sketches, Layout Diagrams and Comprehensives will all be required for critique during the project period. Lack of preparation will affect the research/preparation portion of your grade.

Final projects must be formatted according to the guidelines and ready for presentation at the beginning of class.

Projects that are not ready for critique at the beginning of class are reduced by **one grade step**.

Grade is further reduced for each class period that the project is not submitted.

Assignments are still due on the announced date even if you are absent. You are responsible for getting your work to me on time.

Independent Work

You will have time to work on projects in class but to complete assignments, you will need to spend considerable time working outside of the class period. Two hours of homework per hour of class is considered to be a good starting point. Graphic design requires significant creative development, technique and attention to detail. A great deal of your experience will be a result of practice and revision. The time you spend working will contribute significantly to your overall abilities in the discipline.

Workbooks

In addition to completed projects, you will maintain a project workbook, also called a journal or process book. This book is a record of your project research and includes assignments, lecture notes, drawings, reference material, notes, and intermediate stages. It is an important resource for your design practice where you work out assignment problems and present your ideas and interests to others. Proofing and model making are important aspects of this process. Printing your work regularly is required as you develop your ability to work back and forth between the screen and paper and to provide evidence of your progress. All designers keep a process book as a means to organize and present their ideas, process and work. Document your 3D work. Keep your materials. You will want to return to your workbooks in the future!

I look at your workbooks carefully when I evaluate your projects. Your contribution to critiques and discussion, through completion of assignments, drawings and comprehensives is essential to the success of the class. I look for evidence of proofing, research, model making. Imagery and inspiration must be thoroughly documented in your workbook.

Use a three ring binder for this workbook so that you may add research over the course of the semester. You must develop a system for organizing your information within the structure of the binder that allows it to be accessible to you and others who may wish to see your notes.

Please print your **name** and the **class title** clearly along the spine in large block letters.

Binders are submitted along with each assignment and will contribute to your assignment grade.

Final Grade Calculation and Attendance

Final grades are calculated according to the percentages outlined in this syllabus. Letter grades are converted to numerical grades according to the chart in the student handbook.

You will work on your assignments in class and they will be a frequent focus of discussion. This class, instructor and fellow students are a valuable resource for you in your project development and you must take advantage

of all of your opportunities. Do not engage in texting or social media during class time. Phones must be stowed for the duration of the class. Please avoid leaving the classroom during lectures or critiques. Assignments will be related to the lectures and discussions that take place over the course of the semester. It is important that you are present and punctual for class. If you are not present, arrive late, or leave early, you are not participating and your assignments will reflect this lack of dedication and participation. It is very important that you arrive for class on time and work for the entire period.

You will be allowed **two** unexcused absences this semester. Use these absences, if you must, for personal reasons, including the Chicago trip. Absences beyond this limit will result in your final grade being lowered by **one grade step for each class missed**. Excused absences must be verified with a Doctor's Note or notice from the Dean of Students.

Three late arrivals and/or early departures will count as one absence.

Portfolios

Keep your projects handy throughout the semester. Do not throw them out or put them somewhere that you can't access them. All projects will be required for a group critique at the end of the semester.

Lab Fee

Fifteen Dollars. Paid with course fees.

Required Equipment

Digital Camera: Minimum 5 Megapixels

Supplies/Tools

The following supplies and tools will be useful for completing assignments.

- x-acto knives and a good quality utility knife are a must!, sharp blades
- accurate steel ruler, triangle, t-square; proportional wheel
- bone folder
- glue-stick; rubber cement
- double stick tape, spray adhesive (must be used in the spray booth only!)
- drawing supplies, including paper, markers, pencils will be very useful
- portable data storage: Firewire/USB drives; cloud storage—**Remember to back up files**—don't let drives get too full!
- cameras may be signed out from Learning Technologies (Polk basement)

Suggested Computer Manuals

Photoshop CC (Visual Quick Start Guide) Elaine Weinmann and Peter Lourekas, *Illustrator CC (Visual Quick Start Guide)* Elaine Weinmann and Peter Lourekas, *InDesign CC (Visual Quick Start Guide)* Sandee Cohen

Suggested Reading

Packaging Design: Successful Product Branding from Concept to Shelf Marianne Rosner Klimchuk and Sandra A. Krasovec; *Forms, Folds, Sizes* Poppy Evans and Aaris Sherin; *Exploring Package Design* Chuck Groth; *Packaging Design* Bill Stewart; *Package Design Workbook* Steven DuPuis and John Silva; *Packaging Designer's Book of Patterns* László Roth and George L. Wybenga

Magazines

At the Library—*Eye: the international review of graphic design*, *Graphis*, *Communication Arts*, *Print*
Also of Interest—*Baseline: international typographic magazine*, *I.D.* (International Design), *How*

Unattended Personal Effects

The Department of Art is not responsible for any personal items, materials, tools or artwork left unattended.

Grade:

Idea/Concept appropriateness of concept, originality, depth of exploration

Research/Preparation problem solving process documented: all source imagery/content and process is clearly documented. Workbook is organized: assignments, sketches, adequate proofing, additional information, notes, research of solution elements, typefaces.

Articulation/Technique formal qualities, technical aptitude, execution, layout, clarity of information and idea, evidence, through proofing, of revision, experimentation

Presentation spelling, consistent type, details, color matching, trim and mounting, labels and cover, tidiness, follow assignment guidelines/requirements, prepared to work and participate in critiques/discussions/lectures