Studio Problems in Modern Package Design 22 439
Prerequisites: 238, 338 Must be completed prior to enrollment in this class.
rooms ACS215, S201

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528AC
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Three-Dimensional Graphic Design
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 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. Pour-Spout Container  25%
   A common and relatively simple container can have many different uses. Choose an appropriate product for an
   assigned package style. Develop an original brand and graphics that fully utilizes the structure.

2. Museum Exhibition Mailer  25%
   Direct mail marketing often utilizes custom structures and finishes to appeal to the consumer, while still
   conforming to USPS guidelines.

3. Found-Object Package  25%
   Packages have to protect and present many types of objects. Choose and/or combine package styles that will
   accommodate an assigned object.

4. Self-Defined Project  25%
   What have you always wanted to create in 3-D? Final projects will utilize all of the lessons learned this semester
to create a self-guided portfolio piece.

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?
   Does the work express understanding of the concepts learned in class?
   Does the final submission demonstrate progress in the development of the project 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
   elements have corresponding research and notes?
   Did you research historical and contemporary design practice?
Did you effectively discuss your work and the work of others during critique?
How far does the final project go to explore the possible solutions?
How original is the concept?
Does the work explore the possibilities of design and form?
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 is an important aspect of this process. Regularly printing and model building will help you to develop your ability to work back and forth between the screen and paper. All designers keep a process book as a means to organize work and ideas and also to demonstrate abilities to clients.
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 research, image sources and a rationale for the type you use.
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.
This semester, you will also maintain a package diary as part of your usual workbook tasks. Actively pursue packaging examples. Seek out real artifacts. Observe packaging in its retail environment. Build models. Catalog interesting features, graphics and products. Don't limit your research to online sources. Be prepared to present research to the class from the diary each week.

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. 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.

Color Printing Costs
Graphic communications is an expensive field. During this semester you will be required to print projects in color. You will be responsible for all costs related to color output and should budget accordingly.

Required Equipment
Digital Camera: Minimum 5 Megapixels

Required Textbook
Forms, Folds, Sizes Poppy Evans and Aaris Sherin

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

two-dimensional assignments must be mounted on black illustration board
illustration board, neutral-tone heavy weight construction/drawing paper
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, ipods, CD R/RW and DVD-R disks
Remember to back up files—you have plenty of server space but don’t let it get too full!
cameras may be signed out from the Art Department Computer Lab and Learning Technologies (Polk basement)

Suggested Computer Manuals

Suggested Reading
Typographic Design: Form and Communication, Rob Carter; Ben Day, Philip Meggs. Notes on Graphic Design and Visual Communication, Gregg Berryman; Meggs, A History of Graphic Design, Philip Meggs; Pocket Pal–Graphic Arts Production Handbook, International Paper; Type and Image, Philip Meggs; Geometry of Design, Kimberly Elam; Typographic Workbook, Kate Clair

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  understanding of subject matter, workbook assignments, sketches, participation in critiques, exploration, additional information, research of solution elements, for example: typefaces, imagery, content, organization

Articulation/Technique  revisions, formal qualities, technical aptitude, experimentation, execution, layout, clarity of information and idea

Presentation  spelling, consistent type, details, color matching, trim and mounting, labels and cover, tidiness, follow assignment guidelines