

Summer Curriculum Development Grant Application (March 25, 2022)

Soojin Kim, Assistant Professor of Digital Art & Design, Department of Art and Art History

Title: *ART 330 Package Design – Revising Existing Major and Minor Elective Course*

Introduction:

Please consider my request for \$1,500 to modify the ART 330 - Package Design. ART 330 is one of the elective courses of the Digital Art & Design Concentration and Minor related to the commercial graphic design practice of packaging. I have been running this course since 2019 every academic year with full enrollments. However, it is appropriate timing to modify and enhance this course to ensure we offer up-to-date design software & hardware skill preparation to students for this growing and evolving career.

Packaging design is a comprehensive design process creating 3D structures with surface graphics. The package itself is a communication medium between the enclosed product and the consumer. Well-designed and eye-catching packaging adds significant value to the product. In ART 330, students are designing container structures and labels for liquid products and die-cut box gift box prototypes with a distinctive and appealing brand identity for the retail marketplace. Adobe Illustrator was the primary software to create package prototypes and labels. Adobe Photoshop was the second dominant software in this class to create a mock-up (package design simulation). For the die-cut box construction, students were using laser printers for printing out graphics and hand cutting methods with X-Acto knives to cut box layouts to construct the package. However, these approaches limit the creativity of designing 3D container structures and the professional look of box prototypes. To address these issues, I want to include in the curriculum learning basic 3D modeling software (such as Blender or Maya) and a dedicated mock-up software, Adobe Dimension. I also want to utilize paper cutting equipment called Cricut that automatically cuts vector images on various materials to produce a professional-quality box prototype.

Proposing modifications to this course will enhance student's creativity and skills to be needed in the related field.

Objectives:

1. Inclusion of 3D Modeling and Mock-up software learning
 - Developing tutorials on basic 3D modeling concepts and skills essential to packaging design
 - Developing tutorials on creating mock-up in Adobe Dimension
2. Inclusion of Cricut digital cutting
 - Testing of Cricut devices with vector graphic files
 - Testing of different materials
 - Creating tutorials and Package Sample
3. Update syllabus to adopt new tutorials, assignments, and project schedule

Activities:***June 2022***

- Create 3D modeling tutorials and relevant assignments
- Create Adobe Dimension Mock-up tutorials and relevant assignments

July - August 2022

- Create Cricut demo and tutorial
- Make Box package samples
- Testing of different materials

August-September 2022

- Modifying syllabus to adopt new tutorials, assignments, and project schedule
- Make a digital resource purchase proposal (Cricut 3.0 & materials)

Budget:

Stipend for Assistant Professor Soojin Kim \$1,500

Total Funds Requested: \$1,500

EASTERN CONNECTICUT STATE UNIVERSITY
2022 Summer AAUP Curriculum Development Award
 Contact Diane Moore at 465-5336 with any questions

Budget Plan

Name of Award Recipient(s): Soojin Kim Full-Time___ or Part-Time___ Employee
 Project Name: ART 330 Package Design – Revising Existing Major and Minor Elective Course
 Amount of Award \$ _____ Banner Index Number: _____
 Account Termination Date: **8/19/22** Written Report Submission Deadline: **08/05/22** (Mail to: Dr. William Salka, V.P. Academic Affairs and Diane Moore, Grant Accountant)

			<u>Awardee 1</u>	<u>Awardee 2</u>	<u>Awardee 3</u>	<u>Awardee 4</u>
A. 1. Amt. Paid directly to recipient (s) *	601300	\$	<u>1,500</u>	_____	_____	_____
2. University Assistants	601306	\$	_____	_____	_____	_____
3. Student Workers	601400, 601401	\$	_____	_____	_____	_____
		\$	_____	_____	_____	_____
		\$	_____	_____	_____	_____
Total Personal Services		\$	_____	_____	_____	_____
B. 1. Supplies	Misc.	\$	_____	_____	_____	_____
2. Travel	705000 to 705500	\$	_____	_____	_____	_____
3. Other (please explain below)		\$	_____	_____	_____	_____

Total Other Expense		\$	_____	_____	_____	_____
C. Equipment	708XXX	\$	_____	_____	_____	_____
Grand Total		\$	1,500	_____	_____	_____

(Should not be greater than the Amount of Award)

*** Please complete a Part Time Faculty Assignment Authorization for payment**

Signature of Award Recipient(s):  Date 3/27/2022

Copy to: Diane C. Moore, Office of Fiscal Affairs, Accounting Section, Gelsi Young Rm338C