

Summer Curriculum Development Grant Report (August 5, 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

Summary

Packaging design is a comprehensive design process creating 3D structures with surface graphics. 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. This research is to improve the students' accessibility to 3D design and the quality of the packaging prototype by introducing learning and exercising 3D modeling technics with Blender and Adobe Dimension, and usage of the digital paper cutting equipment called Cricut will be introduced. Four new exercises(tutorials) were created to achieve this research goal.

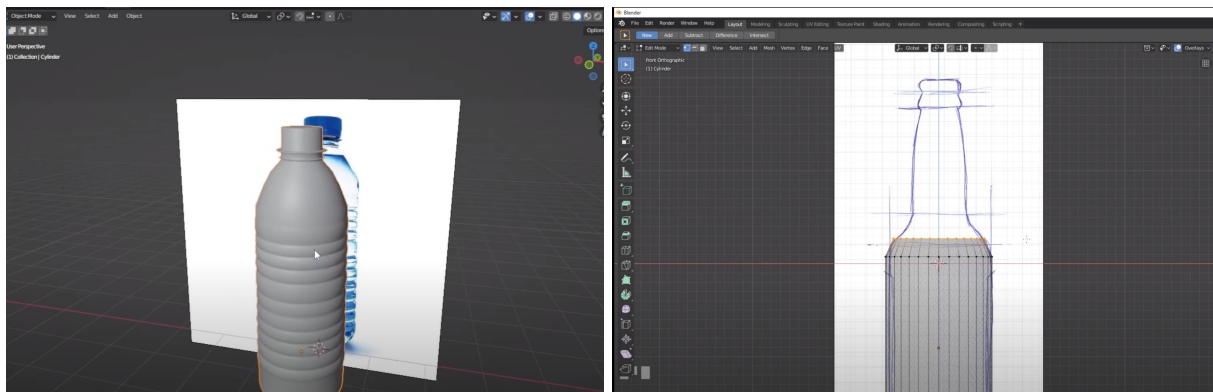
Activities

June 2022

- Create 3D modeling tutorials and relevant assignments

Exercise 1: Creating a 3D Water Bottle Model(Along with the existing Assignment 2 from the existing syllabus).

In this exercise, students will learn the basics of the 3D structure modeling method(extrude, rotate, loft, & fillet) and then apply the learning to model a simple water bottle using the Blender:3d Modeling software. Students are welcome to use other software that they are fluent with(such as Maya, Unity Probuilder, or Sketchup).



July - August 2022

- Create Adobe Dimension Mock-up Tutorials and ****Modifying the Syllabus**

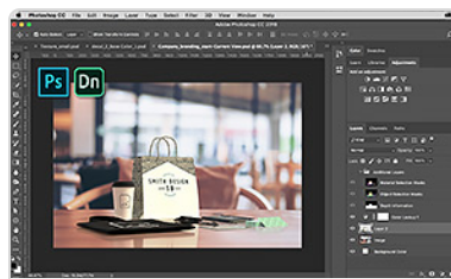
Exercise 2: Adobe Dimension with Photoshop and Illustrator (Along with the existing Assignment 3 from the existing syllabus).

<https://helpx.adobe.com/dimension/tutorials.html>

In this exercise, students will learn how to combine 2D & 3D graphic assets in Adobe dimension.

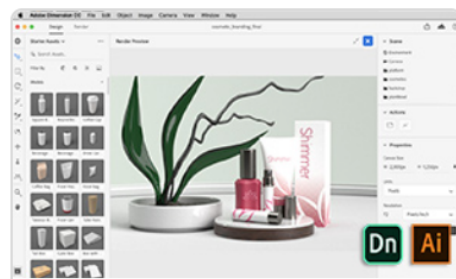
This knowledge will allow students to create a realistic mock-up without relying on commercial mock-up graphics. Students must complete two Adobe official tutorials below.

Work with other Creative Cloud apps



Dimension for Photoshop
users

Try it, 7 min

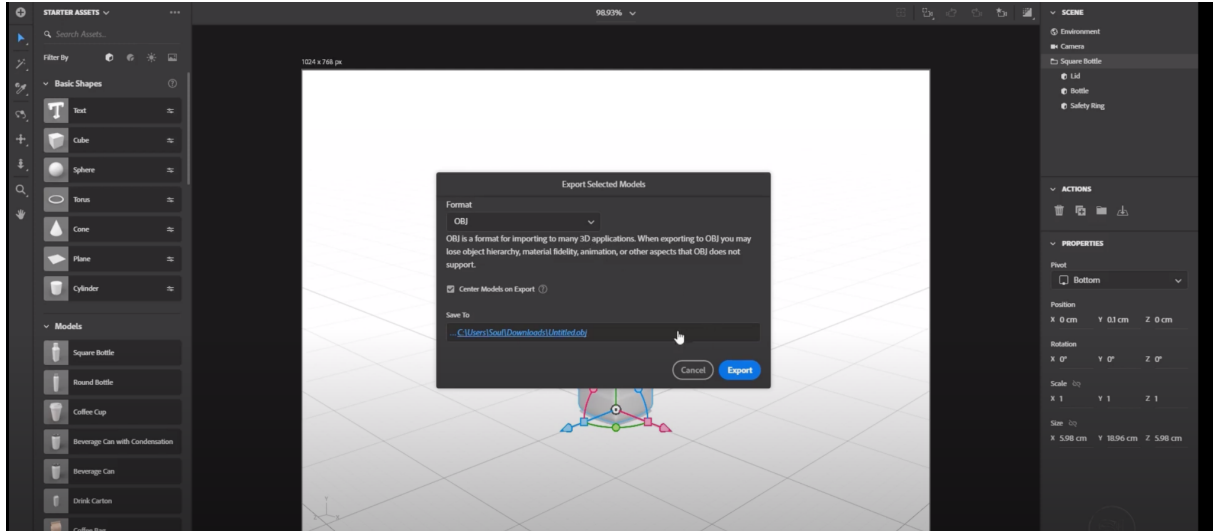


Dimension for Illustrator
users

Watch, 7 min

Exercise 3: Import and Export in Adobe Dimension and Blender (Along with the existing Assignment 3 from the existing syllabus).

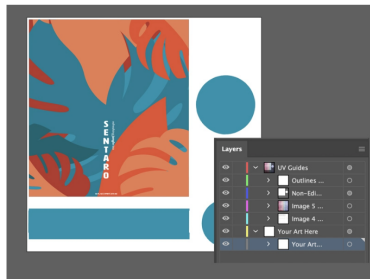
In this exercise, students will learn how to export the obj file from Blender and import it into Adobe Dimension. Students will export the water bottle created in Exercise 1 in the Blender and then import it into the Adobe Dimension then modify the image as in Exercise 2.



Exercise 4: Exporting UV* from Adobe Dimension for Adobe Illustrator (Along with the existing Assignment 4 from the existing syllabus).

In this exercise, students will learn how to export the UV(skin of 3D objects) to design 2D graphics in Adobe Illustrator. Then these graphics will be reapplied to the 3D object in Dimension.

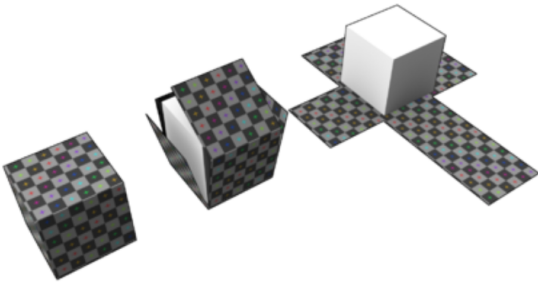
- 4 Design your graphics for the model using the guide layers for assistance.



- 5 Save the UV image. Reapply the image onto your 3D model as a graphic layer with the mode set to fill. Graphic layers will have their own material properties like metallic and roughness.



*UV mapping is the 3D modeling process of projecting a 2D image to a 3D model's surface for texture mapping.



Future Activities

- Test out Cricut Explore 3 to enhance the die-cut quality in the classroom

****Modified Syllabus is attached and marked in Blue.**

ART 330

Packaging Design

Eastern Connecticut State University

Department of Art & Art History | Digital Art & Media Design

Packaging Design | ART 330 | FAIC 327 |

Soojin Kim | Office: FAIC 318 |

*M

Course Description

This course provides an introduction to package design with an emphasis on the practices of the current industry. Students will develop the design skills necessary to create a distinctive and appealing brand identity for the retail marketplace. This includes learning to design from the perspectives of aesthetics, marketing, manufacturing processes, sustainability, and utility.

Students are expected to create prototypes.

Primary Software Used: [Adobe Illustrator](#)

Secondary Software Used: [Adobe Photoshop](#), [Adobe Dimension](#) & [Blender](#)

Levels: Undergraduate

Objectives

Upon successful completion of this course, the student will learn how to::

- Develop and use a vocabulary of package design and branding.
- Create design concepts that harmonize brand identity and user experience.
- Construct comprehensive three-dimensional designs of packaging for liquid and solid products.
- Research social aesthetics such as sustainability to apply to package design.
- Explore both traditional and experimental uses of typography and digital imaging.
- Create a professional design presentation.

Materials

- Blackboard access *
- An external hard drive or flash drive (32GB or more) and/or cloud data account(Such as Google and One drive)
- Headset or earbud, and microphone for the online learning environment.
- Sketchbook or pad and pencil
- TEXTBOOK:** *Packaging Design: Successful Product Branding From Concept to Shelf*, 2nd Edition, Marianne R. Klimchuk, Sandra A. Krasovec, 2013.

Text Books & Recommended Reading

Packaging Design: Successful Product Branding From Concept to Shelf, 2nd Edition, Marianne R. Klimchuk, Sandra A. Krasovec, 2013.

The Packaging Designer's Book of Patterns, Fourth Edition, Wybenga & Roth, Wiley, 2012. Graphic Design: The New Basics, by Ellen Lupton & Jennifer Cole Phillips

DuPuis, Steven, Silva, John, and Braue-DuPuis. Package Design Workbook: The Art and Science of Successful Packaging.

Beverly, Mass: Rockport Publishers, 2011.

Roncarelli, Sarah, and Ellicott, Candace. Packaging Essentials: 100 Design Principles for Creating Packages. Beverly, Mass.:

Rockport Publishers, 2010.

Jackson, Paul. Structural Packaging: Design Your Own Boxes and 3-D Forms. 2012.

Jedlicka, Wendy. Packaging Sustainability : Tools, Systems and Strategies for Innovative Package Design. 2009.

Thompson, Nato. Seeing Power: Art and Activism in the 21st Century. 2015.

Wiedemann, Julius and Pentawards. The Package Design Book. 2017

<https://bpando.org/>

<https://thedieline.com/>

<http://lovelypackage.com/>

<http://www.packagingdesignarchive.org/>

Revisions To Syllabus*

The information contained in this syllabus is subject to revision at the discretion of the instructor. Students will be notified of any changes that will be made.

Class Rules

No food or drink in the Computer Lab. No exceptions! We need to communicate throughout each class. Do not use the Internet for anything other than class work during class time. Use break time instead.

Attendance Policy

You are required to attend each class in its entirety. More than 2 absences, 2 late arrivals or early departures will affect your grade negatively unless you have a doctor's note. Attendance will be taken at the beginning of each class. It is your responsibility to see me during class if you arrive after attendance is taken. Email me ahead of time if you cannot attend class, if you will be late for class, and if you need to leave early for class. This does not constitute an excused absence, it is a professional best practice.

Grading

Your grade is based on in-class exercises(20%), weekly assignments(30%), final projects (40%), and attendance (10%).

Important Requirements: Be prepared to participate in class. Readings are due before the beginning of class on the date assigned so that you are familiar with the topics and prepared for discussion. Assignments are due at the beginning of class unless otherwise notified by the instructor. Two-thirds of the work for this class is expected to be accomplished outside of class. Use the Webb 410 General Computer Lab and FAIC 330/327 Open Lab, 313 Digital Resource Room (available with instructor permission for classwork only), online help, and textbooks—including associated websites—as reference tools to complete work and to practice techniques.

A 100–95 90% | B 89 85 80% | C 79 75 70% | D 69 65 60% | F 59% or below (A grade of C, 75% is the minimum grade which counts toward your major.)

Department of Art & Art History Policy on Returning Artwork and Other Assignments

Assignments will be returned during scheduled class time, instructor's office hours, or by special arrangement with the instructor. The instructor will hold assignments for six weeks following the end of class. Assignments not picked up during this period will become the property of the university and may be discarded.

Assistance at the Writing Center

The Eastern Writing Center, located in the ASC and staffed by trained peer tutors, is available to help all students with their writing. The Writing Center supports the liberal-arts mission of Eastern by helping students with their writing from any class, at any stage, from brainstorming and drafting to revision to proofreading and editing. We help students do their own work and do it more comfortably and confidently. Any student can and should use the Writing Center. The process of talking with readers about writing and getting feedback on student writing is something all writers do and can benefit from. Students can either drop into the Center or make an appointment by going to the "Useful Links" column on the Current Students webpage and selecting

"GradesFirst" <http://www.easternct.edu/index/current-students/>.

Students are asked to bring copies of any assignment sheets to the Writing Center, so tutors know what is expected of the assignment.

Assistance with Academic Advising and Subject Tutoring at the Academic Service Center

Students are encouraged to use the support offered by the Academic Services Center (ASC) located on the ground floor of the Library. Advising Services and tutoring in math, writing, and other subjects, including supplementary instruction, are available. The ASC also offers Peer Academic Coaching (PAC) assistance with study techniques, time management, "Eastern in 4" planning and understanding learning styles. For further information about our services, please call 465-4625 or check the ASC

website at

<https://www.easternct.edu/academic-services/index.html>

Office of Access Ability Services (OAS)

Eastern Connecticut State University is committed to following the requirements of the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. If you are a student with a disability (or think you may have a disability) and require adaptations or accommodations, or assistance evacuating a building in the case of an emergency, please contact the Office of AccessAbility Services (OAS) at 860-465-0189 to discuss your request further. Any student registered with the OAS should contact the instructor as soon as possible for assistance with classroom accommodations. Please note that accommodations are not retroactive, and must be communicated through a Letter of Accommodation which is drafted by the OAS. The link to the OAS website is:

<http://www1.easternct.edu/accessability/>

Cheating, Plagiarism, and Personal Misconduct

Students are responsible for familiarizing themselves with the University's numerous policies and procedures contained in the University Catalog and Student Handbook. The Code of Conduct policies and the Policy on Academic Misconduct are of special significance, since cheating, plagiarism, and personal misconduct are strictly prohibited and carry severe penalties. Students should read and understand Eastern's Academic Misconduct Policy, which can be found in the student handbook.

<https://www.easternct.edu/student-affairs/studenthandbook.html>

All violations will be handled under the procedures established in this policy.

Student Sexual Misconduct Policy

Title IX of the Education Amendment of 1972, as well as the Board of Regents Policy on Sexual Misconduct Reporting, Support Services, and Processes, prohibit acts of sexual misconduct – sexual harassment, sexual assault, sex-based discrimination, dating violence, domestic violence, stalking, and inappropriate relationships between employees and students. If you or someone you know has been or experiences harassment or assault, resources are available with the Sexual Assault & Interpersonal Violence Response Team (SAIV-RT). Alleged violations can be reported to the Title IX Coordinator in the Office of Equity and Diversity at 860-465-5791. Reports to law enforcement can be made to Eastern Connecticut State University Police Department at 860-465-5310. To receive support and advocacy, please contact the Coordinator of the Sexual Assault & Interpersonal Violence Response Team (SAIV-RT) at 860-465-4314. You may also visit the SAIV-RT website at

<https://www.easternct.edu/.../sexualassaultpolicyandprocedures.html> for more information including a list of confidential resources.

Student Crisis Statement

Any student who is facing challenges (i.e. mental health, securing food/housing) and believes this may affect their performance in the course is urged to contact the Dean of Students at 860-465-5244 for support. Students experiencing an immediate threat to their safety or wellbeing should contact 24-hour emergency services by dialing 911 or the Eastern's University Police Department: 860-465-5310.

Final Examination Statement

University policy states that "No examination shall be given during the final week of scheduled classes of a full semester course." Faculty must receive prior approval from the Vice-President of Academic Affairs in order to schedule an examination during the final week of classes. Faculty may, with approval from the Vice-President of Academic Affairs in consultation with the Academic Dean and Registrar, hold a single exam session for all sections of the same course. Students will be notified of the exam date, time, and place on the course syllabus.

COVID-19 Statement

Maintaining a safe and healthy campus is only possible if every member of the campus community follows the rules. Therefore, Eastern is requiring that all students and faculty wear a face mask that fully covers the nose and mouth but should not have a valve or vent to expel respiration, whenever they are on campus. This includes whenever an individual is in a classroom or classroom building. Face shields can only be worn with an appropriate face mask. Students who refuse to wear a mask in class can be referred to the Office of Student Conduct. This protocol complies with the safety standards established by the CDC and the Connecticut Department of Public Health and is included in the Student Code of Conduct.

Course Outline

WEEK 1

1/20, R

Project

COURSE INTRODUCTION, SYLLABUS REVIEW

LECTURE - DESIGN PROCESS

PROJECT 1—PACKAGING DESIGN CONCEPT:

LIQUID PRODUCT LINE

Reading

Packaging Design, Successful Product Branding from Concept to Shelf, Klimchuk & Krasovec, published by John Wiley & Sons, 2012.

Overview & Specifications

In this project, you will develop a new product packaging design concept, including product branding. The product is made out of liquid (beverages, detergents, cosmetics, etc.) from a fictitious company. The new product requires a **clean, strong design with sustainable** packaging. The design should stand out from the competition on the supermarket shelves. There should be 4 different varieties (flavors, scents, and etc.) (you choose them) in the line. The packaging for the four varieties should form a distinctive pattern when placed next to each other on the shelf, known as billboarding. All imagery, content, and logos must be original. Submit only as a pdf file for a document and a jpg for an image.

Main Outcomes

Poster: This project will entail five phases of design development, culminating in a poster presentation of your full-color design concepts with each product represented at 100% scale. You will design the four containers with labels and lids. *At least one press-ready label (UV) will also be included. Descriptive text will include key product information and all required legal information.* This project's final printed outcome will be a Poster, 30" wide by 24" high. Your name and class should be in the lower corner of the poster. The finest examples of this project will be selected for exhibition, details TBA.

Design Process Document: All research and design phases will be submitted in your Design Process Document, created in InDesign. Use your textbook to guide you through each of the following steps in packaging development.

PHASE 1—RESEARCH AND ANALYSIS (OBSERVATION, IMMERSION, AND DISCOVERY)

ASSIGNMENT 1:

1. Watch GREAT PACIFIC GARBAGE PATCH
https://www.youtube.com/watch?v=ju_2NuK5O-E
2. Brainstorm to generate a list of 5 possible liquid product lines that you might design. Choose one product.
3. Research the Competition and Target Consumer for your top pick product line from your list.
 - Survey the product category. Visit stores and take notes and photograph the competition's products.
 - Collect and bring in two actual examples of the competition's product package for detailed and accurate examination.
 - Write a short Category Analysis(Read the attached book page).
4. Create your Design Process Document in InDesign. All of your research and your design development for Project 1 will be included in this document.
 - Include a title master page, a document master page, margins and guides, layers, paragraph styles, and character styles.
 - The Process Document should include images, citations (URLs), sketches, logo design, digital designs, typography, and color swatches, as well as final designs, scaled to fit
 - Include Steps 2 & 3 into your Design Process Document and Submit.

WEEK 2

1/27, R

Project

PHASE 1(CONTINUED)

[LECTURE: Basics of 3D Modeling](#)

[EXERCISE 1: Creating a 3D Water Bottle Model](#)

[Blender Beginner Tutorial : Realistic Water Bottle](#)

Create a water bottle in two parts(bottle + cap) in Blender or any other 3D Modeling software from a photo image. Submit a jpeg image of your water bottle and keep your work file for the later exercise.

ASSIGNMENT 2:

5. Brand Name Analysis and Name Generation Create a list of words associated with the product, its perceived personality, and its target audience.
 - Create a list of taglines and secondary descriptive text associated with the product name.
-

- Narrow your list to three potential names and associated tag lines for your product line.

6. Design Brief

- Notate how the competition's industrial designers have communicated a marketing objective, e.g., innovation, ergonomic benefits, reliability, optimal material usage, accessibility, etc., including, very importantly, environmental impact.

7. Packaging Structure Analysis

- Notate how the competition's industrial designers have communicated a marketing objective, e.g., innovation, ergonomic benefits, reliability, optimal material usage, accessibility, etc., including, very importantly, environmental impact.

8. Visual References

- For design inspiration, create a "Swipe" page (or pages) of visual references. These images can be photos, illustrations, and designs, from a wide variety of sources that can begin to establish the visual essence of the product and brand.

- Create a Concept Board from your Swipe(s). This is an orderly collage that communicates the character of a design direction. Include images, graphic style elements, color swatches, and typography.

Cite your sources, including URLs.

- Add your Swipe page and Concept Board to your Design Process Document.

- Add the design brief.

- Export the updated design process document as a pdf then submit the pdf.

WEEK 3

2/3, R

Project

PHASE 2—PRELIMINARY DESIGN (DESIGN STRATEGY)

EXERCISE 2: Adobe Dimension with Photoshop and Illustrator

[Dimension for Photoshop users](#)

[Dimension for Illustrator users](#)

In this exercise, students will learn how to combine 2D & 3D graphic assets in Adobe dimension. Complete the above two Adobe tutorials and submit the final images in jpeg image.

ASSIGNMENT 3:

1. Design Strategy

- Create 3 completely different creative, attention-getting strategic directions for the packaging and label with images and words in pencil

2. Design Concepts

- Create 2 concepts based on your two best strategies.

-
3. Design Logotypes - for each concept.
 4. Develop Thumbnails - two solid concept thumbnails in black & white for each concept.

WEEK 4

2/10, R

Project

PHASE 2—PRELIMINARY DESIGN (DESIGN STRATEGY)

5. Add STEPS 1–4 to your Design Process Document and submit.
6. Make TWO concept boards in a single file(2-page pdf) including logotypes, color swatches, and Thumbnails on 17(H)x11(W) for critique.
You must submit two files(an updated design process document(pdf) and two concept boards(2-page pdf)) overall. Use the template attached.

WEEK 5

2/17, R

Project

PHASE 3—DESIGN DEVELOPMENT**CRIT****EXERCISE 3: Import and Export in Adobe Dimension and Blender**

In this exercise, students will learn how to export the obj file from Blender and import it into Adobe Dimension. Students will export the water bottle created in Exercise 1 in the Blender and then import it into the Adobe Dimension then modify the image as in Exercise 2. (Modify texture, and lighting & add graphics to the bottle)
Submit the outcome in Jpeg.

ASSIGNMENT 4:

1. Your winning design will be developed in Illustrator. This includes the primary display panels (or labels) prepared for the press and a rendering of the label on the container design at 100% scale(mock-up).
 2. Consider these four attention grabbers: color, physical structure or shape, symbols and numbers, and typography.
 3. Consider visual hierarchy, voice, message, and readability.
 4. Consider these principles of design: balance, contrast, tension, positive and negative, value, weight, position, alignment, hierarchy, and texture.
 5. Include all relevant information on your label, including the nutrition info, ingredients, recycling info, bar-code, etc.
 6. Place all work into the Design Process Document and Submit.
-

WEEK 6

2/24, R

Project

]

PHASE 4—DESIGN REFINEMENT**EXERCISE 4: Exporting UV* from Adobe Dimension for Adobe Illustrator**[Export model UVs as images](#)

In this exercise, students will learn how to export the UV(skin of 3D objects) to design 2D graphics in Adobe Illustrator. Then these graphics will be reapplied to the 3D object in Dimension. Pick a 3d model from Adobe dimension and try to make a UV. Edit UV in Illustrator(insert a graphic design element) then reopen it in Adobe Dimension. Submit the outcome image in jpeg.

1. Revise and refine the packaging design concept.
2. Revise and refine the poster design and layout.
3. Include the following information on the poster
 - Poster header (or footer): Product name and tagline, your name, and course number/ title.

WEEK 7

3/3, R

Project

]

PHASE 5—DESIGN FINALIZATION**CRIT****PROJECT 1:**

1. Finalize the packaging design concept.
 2. Finalize the poster layout. – Triple-check for accuracy and craftsmanship: file organization, measurements, margins and columns, grid, guides, paragraph and character styling, glyphs.
 - Spell check and grammar check. – Kern the display text (16+ point type), duplicate and convert to objects.
 3. Complete and submit the design process document and a poster as two different pdf files. Your name and class should be in the lower corner of the poster.
-

WEEK 8

3/10, R

Project

2

PROJECT 2—FOLDING CARTON GIFT PACKAGING**Reading**

Packaging Design, Successful Product Branding from Concept to Shelf, Klimchuk & Krasovec, published by John Wiley & Sons, 2012.

Reference

The Packaging Designer's Book of Patterns, Fourth Edition, by George L Wybenga and Laszlo Roth, John Wiley & Sons, Inc., 2013.

Overview & Specifications

For this project, you will design and construct a prototype (full-scale 3D model) folding carton gift box for a specialty retail company. This company specializes in a proprietary product line that is often purchased by consumers as gifts. This company has retail outlets of the same name in major multi-store shopping venues. This is an imaginary company. All imagery, content, and logos must be original. This project will entail five phases of development, culminating in a full-scale model in color. The folding carton will be printed on both the outside and the inside of the carton on the HP Designjet printer in sizes up to approximately 36 by 36 inches. Build on the concepts and best practices in design development that you learned in Project 1.

Your folding carton designs will be created using Adobe Illustrator.

- Consider these four attention grabbers: shape, physical structure, color, symbols and numbers, and typography.
 - Consider the elements of surprise, metaphor, ease of use, and sustainability (environmental impact).
-

- Use these principles of design: hierarchy, balance, contrast, tension, positive/negative space, value (light/ dark), weight, position, alignment, and texture.

Main Outcomes

Poster, Paper Construction, & Design Process Document

PHASE 1—RESEARCH AND ANALYSIS (OBSERVATION, IMMERSION, AND DISCOVERY)

1. Choose a gift item and research the competition and target consumer.
 - Visit stores, take notes and photograph the competition's folding cartons.
 - Collect and bring a sample of the competition's folding cartons for detailed examination.

WEEK 9

3/24, R

Project

2

PHASE 1 (CONTINUED)

ASSIGNMENT 5:

2. Brand Name Analysis and Name Generation.
 - Create a list of words associated with the product, its perceived personality, and target audience.
 - Narrow your list to three potential names.
3. Create your Project 2 Design Process Document in InDesign. All of your research and your design development for Phases 1-5 will be included in this document.
4. Visual References
 - Create a "swipe" file of visual references, including images, graphic style, color swatches, and typography. Cite your sources, including URLs.
5. Mood Board - Create an orderly collage, based on the swipe, which visually formulates the personality of the product. This digital document should include images, typography, and color swatches.

WEEK 10

3/31, R

Project

2

PHASE 2—PRELIMINARY DESIGN (DESIGN STRATEGY)

ASSIGNMENT 6:

1. Develop two different design concepts for the folding carton with images and words in pencil.
 2. Design logotypes for the 2 concepts in pencil.
 3. Scan your concepts and logos. Using Photoshop, clean (Stamp Tool) and adjust the Levels(Adjustment layers) of your scans.
 4. Create 2 Concept boards using 1,2, and 3.
-

5. Add digital documents for Phase 2 to your Design Process Document and submit Design Process & 2 Concept Boards.

WEEK 11

4/7, R

Project

2

4. Create 2 Concept boards using 1,2, and 3.
5. Add digital documents for Phase 2 to your Design Process Document and submit Design Process & 2 Concept Boards.
CRIT

WEEK 12

4/14, R

Project

2

PHASE 3—DESIGN DEVELOPMENT

ASSIGNMENT 7:

1. Develop your best design in Illustrator at 100% scale with final illustrations and complete graphics and texts.
 2. Create a 100% scale preliminary model. Test your typography, additional content, and imagery on the inside and outside of the folding carton. Test your pattern by scoring and folding. Test the closure tabs.
 3. Update the design process document and submit it.
-

WEEK 13

4/21, R

Project

2

PHASE 4 —DESIGN REFINEMENT

ASSIGNMENT 8:

1. Revise and refine your design: color, typographic treatment, and graphic imagery. Each element should serve a specific function and clearly communicate the intended objective. Make sure that the design clearly communicates the company's product line's personality through the imagery, color, typography, and layout.
 2. Print the final design. Dry-mount(Use double-sided tape) the front and back pages, and construct your folding carton.
 3. Finalize your folding carton construction.
 4. Submit an updated design process file and folding carton prototype if possible
 5. Start work on the poster: Printable to 24" X 30" paper with 300dpi, in jpg.
-

WEEK 14

4/28, R

Project

2

STUDIO

Create two folding cartons

WEEK 14

5/5, R

Project

2

PHASE 5—DESIGN FINALIZATION

PROJECT 2:

1. Work on the design process(Letter size document, in pdf) document and poster(in jpg) to submit.
 2. Submit the very final version of your design process document and poster.
-

**FINAL
EXAM**

Project
2

FINAL PRESENTATION(DROP OFF PAPER
CONSTRUCTION)
