

ART 330-01

Package Design

Eastern Connecticut State University
Department of Art & Art History | Digital Art & Design

Package Design | ART 330-01 | Spring 2021 | F 9–11:45pm | FAIC 327
Soojin Kim | Office: FAIC 318 | Hours: T 9-10 am, W 3-4, F 12-3 pm

Course Description

This course provides an introduction to package design with an emphasis on the practices of the current industry. Students will develop 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 and Photoshop**

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)
- High quality digital(or cell phone) camera
- Headset or earbud, and microphone for online learning environment.
- Sketch paper pad and pencil
- Xacto knife with extra blades, bone folder, and cutting mat

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! Smart-phones: no cell calls and no ear buds during class. 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 weekly assignments(40%), final projects(40%), in-class exercises and participation(10%), and attendance (10%).

Important Requirements: Be prepared to participate in class. Readings are due before the beginning of class for 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.

WEEK 1

1/29, F

Project

1

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, and 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 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. One press-ready label 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 20" high. Your name and class should be in a 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.

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- 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, 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 Step 2 & 3 into your Design Process Document and Submit.
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WEEK 2
2/5, F

Project
1

PHASE 1(CONTINUED)
ASSIGNMENT 2 :

- 5. Brand Name Analysis and Name Generation Create a list of words associated with the product, its perceived personality and target audience.
 - Create a list of taglines, 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, 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.
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- Add the design brief.
 - Export updated design process document as a pdf then submit pdf.

WEEK 3

2/19, F

Project

**PHASE 2—PRELIMINARY DESIGN (DESIGN STRATEGY)****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 the 2 concepts.
4. Develop Thumbnails - for the 2 solid concepts in black & white.

WEEK 4

2/26, F

Project

**PHASE 2—PRELIMINARY DESIGN (DESIGN STRATEGY)****ASSIGNMENT 3:**

5. Add STEPS 1-4 to your Design Process Document and submit.
6. Make TWO concept boards in single file(jpg or pdf) including logotypes, color swatches, and Thumbnails on 18(H)x12(W) for critique.

WEEK 5

3/5, F

Project

**PHASE 3—DESIGN DEVELOPMENT****CRIT****ASSIGNMENT 4:**

1. Your winning design will be developed in Illustrator. This includes the primary display panels (or labels) prepared for 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, readability.
 4. Consider these principles of design: balance, contrast, tension, positive and negative, value, weight, position, alignment, hierarchy, 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.
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WEEK 6

3/12, F

Project

1

PHASE 4—DESIGN REFINEMENT**ASSIGNMENT 5:**

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

WEEK 7

3/19 F

Project

1

PHASE 5—DESIGN FINALIZATION**CRIT****ASSIGNMENT 6:**

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 a lower corner of the poster.

WEEK 8

3/26, F

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
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structure, color, symbols and numbers, and typography.

- Consider the elements of surprise, metaphor, ease of use, 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)

ASSIGNMENT 7:

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

4/9, F

Project

2

PHASE 1 (CONTINUED)

ASSIGNMENT 8:

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

4/16, F

Project

2

PHASE 2—PRELIMINARY DESIGN (DESIGN STRATEGY)

ASSIGNMENT 9:

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.
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WEEK 11 4/23, F	Project 2	PHASE 3—DESIGN DEVELOPMENT CRIT ASSIGNMENT 9: 1. Develop your best design in Illustrator at 100% scale. 2. Download from The Packaging Designer's Book of Patterns (or scan) a pattern or combination of patterns. You will alter a pattern (length or height — or— modify a component such as the lid or closure tab. Do not use a pattern without creatively altering it. 3. Create a thumbnail model of your combined/altered pattern. Fold, score folds, trim, and tape your custom pattern for function and aesthetics. Modify and repeat until your Thumbnail model is correct. 4. 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. Modify as needed. 5. Pay attention to the attention grabbers: color, shape, symbols and numbers, typography. 6. Submit your preliminary model(jpg or pdf from ai) and Design Process Document.
WEEK 12 4/30, F	Project 2	PHASE 4—DESIGN REFINEMENT 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. Be very precise in setting up and modifying your Illustrator files. 2. Print the design. Dry-mount the front and back pages, and construct your folding carton. 3. Finalize your folding carton construction. 4. Submit your digital files and folding carton prototype if possible. 5. Revise and refine your folding cartoon. 6. Take a professional picture of the folding cartoon, and/or make a mock-up. 7. Work on the poster and submit your digital files(Design process and Poster)
WEEK 13 5/7, F	Project 2	PHASE 5—DESIGN FINALIZATION 1. Finalize your folding carton construction. 2. If needed take a picture of this final folding cartoon. 3. Submit your digital files and folding carton. 4. Submit digital final design process and poster.
FINAL EXAM	Project 1&2	FINAL PRESENTATION