

PACKAGE DEVELOPMENT

DSGN.430.02

Taken with Professor James Pardee

Spring Semester 2019

For more detailed information on project assignments:

jamespardee.com/students.php

Lab Course for 3 Credits
Meeting on Monday & Thursday
From 4:00 to 5:50
Global Heritage Hall, Lab G13

Office Hours:
GHH303 - 6:00 until 7:00 on Monday or By Appointment
jpardee@rwu.edu

course description

Fulfills a course requirement in the Graphic Design Core Concentration. This special topics course in graphic design focuses on specific areas of design study not regularly offered by the University. The variety of possible topics may include, but is not limited to: Package Design, Design for the Music Industry, Museum Graphics, and Animation.
(3 credits) Special offering

introduction

Packaging is part of our daily lives and it is inescapable. From shopping for cereal or milk to buying a new soccer ball to drinking a grande coffee along with anticipation of opening the new Apple product packaging, all are developed with a clear understanding of how it will be interacted with to different degrees.

Packaging design is both visually stimulating as it is functional. In no other field does content and form play such a crucial balance with message. It serves a purpose to grab a consumer's attention while delivering information across all the while protecting the contents through transport. It must work on multiple levels and each are equally important.

approach

In this class, you will work on creating packages that range in their complexities while designing for a brand the product demands. All rationale must make perfect sense as it pertains to each individual package. Think about how a person may first view the piece, how will they interact with it? How will it be displayed? Will the package stand out from its competitors and influence a consumer? Will the contents be safe if dropped from a shelf or even higher? Think about the product to package ratio in cost, will the packaging cost more than the product is even worth and what could be done to even it out?

All of the skills you have acquired thus far will be used in this study. Typography, composition, color, imagery and even the stock used all play important roles in creating a successful package design. You will learn how to measure for existing packaging and develop new graphical elements. You will dissect complex designs and see how they are constructed, where the folds and die cuts are placed. You will see the importance of bleeds and how graphical elements can blend around corners (though hopefully you remember this from the cube assignment). Then you will develop designs solely from scratch around products of your choosing.

evaluation

You will be evaluated in the following areas:

- the design and aesthetic appeal of each piece
- the presentation of the final design
- creativeness of the piece as a whole
- following the project specs
- participation & research/process of the project

Simply designing a box will work for certain products but you will be pushed to think outside the box (a terrible pun I know). How does the design itself hold up against the competitor within the same product department. Could the design be more attractive? Could the package itself use a unique flare or does it require a subtle and yet minimalist approach. All possible directions should be conceptualized prior to execution and finalizing each design to a degree in which will help your overall portfolio presence. Though I do not grade individual projects against other projects, it is a great way for you to see where your design stands in relation to the other work being produced around you.

During this semester you will be given both projects as well as assignments. Each assignment is generally conducted outside the class that lead into a project. They are worth less than projects but can have an impact on your final grade. If you miss class when a class assignment is assigned, it is your responsibility to have that assignment done for when you return to class.

gained knowledge

The end of the semester you will have a clear understanding of how a design will work in a three dimensional form. You will know how to deconstruct a package and replicate it's size precisely on file. You will also know how to properly create a file that uses correct bleeds and fold marks for a printer.

In the end, you will have four complete and polished pieces for your portfolio. You will have a clear understanding of the impact design has on a consumer and how to connect and gain their attention. You will also walk away with a stronger sense of brand and maintaining the identity of a product through multiple aspects of a design on various size and shaped products. The knowledge will help in other areas of design such as type usage, color treatment, image and compositional layout as well as balance.

absences

You are allowed to miss a maximum of three classes after which your final grade will be affected. The fourth missed class will drop your final grade a half a letter. Every class after will drop your final average a full letter grade. Please see me immediately if an issue arises. Do not let things get out of control and find that you have missed six classes and over your head. I am here to help in any way I can.

grading criteria [continued]

The following will break down each section that your project will be assessed.

the design and aesthetic appeal of each piece

- ● ● ● flawless design that solves the problem perfectly. there are no errors in the finished execution.
- ● ● ○ wonderful design solution to the problem. few areas that could be stronger and pushed further if reworked.
- ● ○ ○ nice work on the design piece. the concept is there but the execution needs to be stronger. possibly a different direction needs to be explored.
- ○ ○ ○ the finished design needs to be reworked. the problem has not been solved and the finished design is full of errors.
- ○ ○ ○ did not attempt to solve the design problem and needs to start from the beginning of the process.

the presentation of the final design

- ● ● ● flawless presentation that showcases the design perfectly. if printed, cut precisely to size, if screen based, file set up properly.
- ● ● ○ nicely presented with a stray oops in cutting or the rendering of the file for screen is not perfect.
- ● ○ ○ presented well but the edges could be cleaner and the quality of the print is not hi-res or the screen presentation is not set up with the correct settings or extension.
- ○ ○ ○ the finished design should be reprinted and resubmitted because of the sizing and cutting being off or the file was not set up correctly at all.
- ○ ○ ○ did not present the file correctly at all. sloppy printing and trimming or the file could not be opened because of how the file was saved for screen.

creativity of the piece as a whole

- ● ● ● the design is creative in it's approach to solving the problem and brought a fresh look to the composition.
- ● ● ○ the design is creative in concept and working well to provide a fresh/new idea but maybe relies too heavily on what already exists.
- ● ○ ○ the solution works within what is safe and already being produced. not a complete copy of what is out there but not being reworked as your own idea.
- ○ ○ ○ the idea originated with what can be found already with zero effort to make it your own. this is borderline stealing of what exists.
- ○ ○ ○ did not attempt to work out an original thought or concept and produced a half attempt design that fails to even compare to what already exists.

grading criteria [continued]

The following will break down each section that your project will be assessed.

following the project specs

- ● ● ● the file was created to exact specs, with bleeds, trim marks, hi-res images and file saved correctly to the proper folder.
- ● ● ○ the design is missing one part of the project spec requirements.
- ● ○ ○ the design is missing two parts of the project spec requirements.
- ○ ○ ○ the design is missing three parts of the project spec requirements.
- ○ ○ ○ the design is missing four parts of the project spec requirements.

participation & research/process of the project

- ● ● ● throughout the project, the process was followed precisely and did your research up front, this includes developing the correct number of concepts.
- ● ● ○ worked to follow the process in developing the correct number of concepts but did not offer your input during the crit or was not ready at the start of class for the crit.
- ● ○ ○ did not follow the design process exactly and missed a couple aspects of what was required and did not take part in the class crit.
- ○ ○ ○ ignored the design process and can not show your research but has a couple of different renditions that are not complete.
- ○ ○ ○ did not follow any of what was asked and only have the final design to show for your work.

academic integrity

Graphic design communication is a profession that values originality and integrity in the creative process.

All your finished projects should be your own work. In addition, Roger Williams University holds the highest standard for academic integrity.

Please review the university's policies on academic integrity, www.rwu.edu/academics/academic-affairs/academic-standards

preparedness

Please come to each class prepared to show your progress with the current project. Be sure to have continued your work outside of class time and arrive with a substantial amount of progress to show.

On crit days, do not expect to come and print out your work before the crit begins. Class crits will begin immediately so all students have ample time to show their work and receive the critical feedback from fellow classmates. Then if time allows, the remainder of class will be spent reflecting and absorbing the criticism. Deciding which feedback will be useful and which will be set aside and how it can help strengthen your project. Class crits are vital to learning how one can articulate their rationale for design choices and evaluate those reasons. It is important for student participation and learn that a critique is not to be taken personally. **Do not miss classes when a crit is scheduled.**

Each project will have a specified due date and are due on their date without any exceptions. If you miss a due date, your project will be docked a full letter grade for every class day that passes. No exceptions. On due dates, come to class with the project completed. Printed, scored, folded, pieced together and trimmed. **Projects will be handed in at the start of class.** Most projects will require time outside of class. Each project will have a tight schedule with milestones to help keep you on track. Please balance your time and do not fall behind.

You may resubmit any project for grading except for a project handed in late. You will have until the last week of classes to resubmit any project.

It is recommended a total of six to eight hours a week will be spent working on projects outside class. For projects, you will gauge rather quickly how much time will be needed outside of class to complete them and progress your ideas and concepts. As in

many aspects of life, there is not an exact formula for creating a piece or learning a subject matter.

People work at varying speeds and students and professional designer will run into walls that will at times feel exhausting. Allowing enough time to work through these setbacks will ensure you are not running around last minute when projects are due.

This class is about problem solving. Not only design but also dealing with elements that go into preparing a design and completing the project. For example, the printer becomes an integral element of this class. It will without a doubt let you down. Just when you need to print your finished project, the paper will jam, the toner will run out and your computer will crash. This will never be a reasonable excuse. Do not wait until the last minute to print your work. Back up your files. Stack the deck in your favor to overcome any obstacle.

You will be required to have a sketch book [9 x 12] designated solely for this class. Whether you prefer to sketch out your ideas or jot down notes for each project, that is entirely up to you. In this class, simply getting to the end result is not good enough. The process of conceptualizing is as important as the final piece. The first ideas are seldom the best in design and it's best to have a track record you may view during this process. Compiling your thoughts and decisions throughout the project will account for 10% of your grade. You will be constructing multiple prototypes and rough drafts of three dimensional components. It is up to you how you will place these into your sketch book with notes. You may deconstruct and lay flat your prototypes or take photos and place the images in your sketch book. You will hand in your sketch book.

books & magazines

The Package Design Book 3 by Pentawards and Julius Wiedemann
ISBN-10: 3836553821

Communication Arts Magazine - 6 issues per year
www.commarts.com

Package Design Workbook by Steven DuPuis
ISBN-10: 1592537081

**Packaging Design: Successful Product Branding
From Concept to Shelf** by Klimchuk and Krasovec
ISBN-10: 111802706X

Baseline Magazine - 4 issues per year
www.baselinemagazine.com

Structural Packaging by Paul Jackson
ISBN-10: 1856697533

Cut and Fold Techniques for Pop-Up Designs by Paul Jackson
ISBN-10: 1780673272

YOU MUST SET UP A CLOUD ACCOUNT.

A google account up to 15gb is free. 100gb is \$2 a month.
If you work on your mac, first 5gb is free,
with 50gb is \$1 a month or 200gb being \$3 a month.



materials

You will be required to have a sketch book designated solely for this class. Whether you prefer to sketch out your ideas or jot down notes for each project, that is entirely up to you. In this class, simply getting to the end result is not good enough. The process of conceptualizing is as important as the final piece. The first ideas are seldom the best in design and it's best to have a track record you may view during this process.

Sketchbook - large enough to put a letter size print out in without folding

Straight Edge

X-Acto Holder

#11 X-Acto Blades

12 x 18 Cutting Mat - there are a couple in the lab to use during class

Adhesive Dispenser

12.5 x 19 French Paper Smart White 80lb Cover

18" C-Thru GA-86 Opaque Plastic Graphic Art Ruler

Bone Scorer

resources & references

organizations

American Institute of Graphic Arts

Art Directors Club

Design Management Institute

Graphic Artists Guild

International Council of Graphic Design

St. Bride Library in London

Society for News Design

Emigre - www.emigre.com

Graphis - www.graphis.com

paper stock

Paperworks

Finch

French

Gilbert

Hazen

Neenah

Wausau

stock images

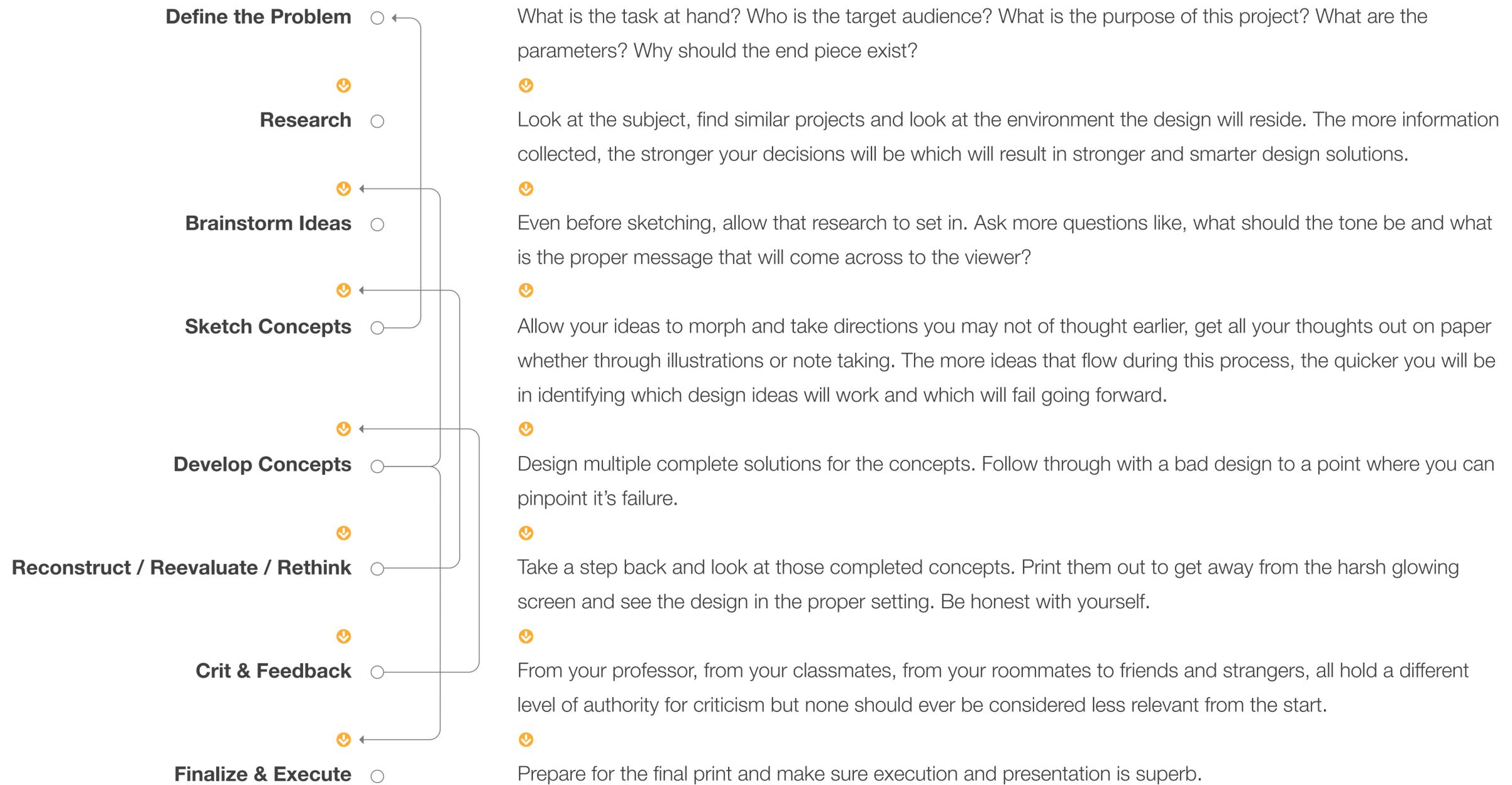
123RF

Dreamstime

Fotolia

iStock

the design process



the tutoring center

The Tutoring Center, located on the second floor of the Main University Library on the Bristol campus within the Center for Student Academic Success, provides peer and faculty tutoring at no charge for RWU students. The Math, Writing, Science, and Foreign Language Centers offer assistance Monday – Thursday 9 am – 8 pm; Friday 9 am – 3 pm; Sunday 2 pm – 8 pm. For additional information about the Center, including tutor schedules, please see their website at <https://www.rwu.edu/tutoring>

student accessibility services

Students who wish to receive academic accommodations for this course must first register with Student Accessibility Services (SAS). The most commonly requested accommodations are extended time for testing and use of the SAS Testing Center. SAS will provide registered students with an Academic Accommodations Authorization form to share with each instructor. SAS is located on the 1st floor of the Main University Library in the Jeremy Warnick Center for Accessibility and is open from 8:00 am to 5:00 pm Monday through Friday. For more information about the services and accommodations available through Student Accessibility Services please review the following link: <https://www.rwu.edu/go/sas>

preferred name policy

Roger Williams University has an optional Preferred Name Policy that allows you to update your name in our University records without requiring a legal name change. Students who might consider using such a change include members of our trans communities. You can update your name through your Student portal, then click on Student, then User Account. Preferred Personal Information should appear and you can update your name there. Should students have any questions or concerns, please reach out to the Registrar's Office or Gabby Porcaro in the Intercultural Center.

title ix at rwu

Roger Williams University fosters a campus free of power-based personal violence including sexual harassment, domestic violence, relationship violence, stalking, and/or any form of sex or gender-based discrimination. If you disclose a personal experience as described above, either verbally or in writing, the course instructor is required to notify the Title IX Coordinator. To disclose any such violence confidentially, contact one of the three resources listed below:

- **The RWU Counseling Center** – 401 254 3124
www.rwu.edu/undergraduate/student-life/health-and-counseling/counseling-center
- **Health Services** – 401 254 3156
www.rwu.edu/undergraduate/student-life/health-and-counseling/health-services
- **University Chaplain, Rev. Nancy Soukup** – 401 254 3433
www.rwu.edu/undergraduate/student-life/identity-culture-and-spirituality/spiritual-life

Additional information regarding your rights and resources are available at:
www.rwu.edu/undergraduate/student-life/health-and-counseling/sexual-assault-and-dating-violence/title-ix-rwu

semester outline

More details and information regarding the expected learning outcomes and rationale behind each assignment will be handed out as a separate work sheet and discussed before the start of each assignment. The schedule could be tweaked due to unforeseeable events such as canceled classes due to weather. At which point a modified schedule will be mapped out and provided.

Introduction | Project One Start 24 01

Cookie for a Cause

Design a series of packaging for three different kind of cookies to bring awareness to a specific cause or fundraising event. You must develop three cylinder based designs that will work with the cookies yet branding to the organization.

28 01

31 01

04 02

07 02

11 02

14 02

Class Crit on three completed packaging at start of class 20 02

Project One Due at Beginning of Class | Project Two Start 21 02

Lightbulb Packaging

Develop a packaging that sells an energy efficient light bulb that showcases the uniqueness of the bulb look. The interior must protect the light bulb and the person viewing the bulb should be able to interact with the packaging to view the bulb within to see the shape and size.

25 02

28 02

04 03

07 03

03 11 Enjoy your spring break

03 14 Enjoy your spring break

03 18 **Class Crit** on completed packaging at start of class

03 21 Project Two Due at Beginning of Class | Project Three Start Epson Ink Cartridge Mail Program

03 25 Develop a series of four separate ink cartridge boxes that come together as one yet seen separate in it own. The epson box must be designed so the empty cartridge may be placed inside and sent back to manufacturer with a return address incorporated into the design.

04 04 specs: this will be a four spot color design.

04 08

04 11 **Class Crit** on all four completed packaging at start of class

04 15 Project Three Due at Beginning of Class | Final Project Start

04 18 Recipe Delivery Package

Develop a shell that compartmentalizes at minimum five ingredients or elements to create one larger element. The separate pieces within the larger package needs to have it's own packaging and instructions has to be included in the design.

04 22

04 25

05 06 **Last Day of Class | Class Crit** at the Start of Class

05 13 **Final Project Due Before Noon - PDF Uploaded**