CLASS INFO

course number: VMD 124B *course title:* Package Design | *term:* Spring 2016
CRN: 36640 *section:* 001 *units:* 1.5 *location:* VART 142/143
time: Mondays & Wednesdays 9:10am–12pm | *instructor:* Tim Harrington

INSTRUCTOR CONTACT INFORMATION

email: tharring@ccsf.edu *mailbox:* Department Office 103A, Box V52
office: V143A | *office phone:* 415-452-7285
office hours: Mondays 12–1pm, Fridays 9–10am or by appointment.

CLASS WEB SITE

This class uses a web site as a resource for class documents, homework assignments, deadlines, and other communication. You will be assigned a unique user login for site access. Be sure that your site user profile includes an email address that you check regularly.
http://timharringtondesign.com/vmd124b

PREREQUISITES

All students enrolled in this class should meet the following academic criteria. If you do not meet the criteria but have taken equivalent coursework elsewhere you may request a prerequisite waiver form.
• **Completed** VMD 122: Graphic Design II (formerly GRPH 36)
• **Recommended Completion** VMD 130: Typography I (formerly GRPH 53A)
• **Recommended Completion** VMD 131: Typography II (formerly GRPH 53B)
• At least third semester coursework

COURSE DESCRIPTION

An exploration of package design through practical exercises design projects. In this class we will focus on practical and aesthetic considerations for creating product packaging including visual/identity design, production and building 3-D prototypes.

The pace and scope of the class is intended for advanced design students looking to expand their skills and design portfolio. It is expected that students will already have a solid foundation in software programs such as Adobe Illustrator and Photoshop and basic hand-drawing skills.

COURSE STUDENT LEARNING OUTCOMES (SLOS)

When the student has successfully completed this course she/he will be able to:
• Discuss the function of package design in advertising communication.
• Identify the target market and its role in relationship to design solutions.
• Apply and demonstrate compositional skills working with type, color, pattern and 3-dimensional forms.
• Build comps and 3-D models.
• Discuss considerations specific to various packaging materials and processes.
• Employ critical thinking and communication skills in the development of package design solutions.
• Employ and document an iterative design process.

CLASS POLICIES AND EXPECTATIONS

Participation
This is a demanding course and participation is very important. As an advanced group of graphic designers, we will continually engage in open discussions rather than sticking to a simple lecture format. You should be prepared to engage your classmates in an exchange of ideas using the language and terminology of the industry. In-class participation will make up a substantial portion of your final grade.

Attendance
You are allowed two absences during the semester (additional unexcused absences will lower your grade for class participation). Extensive absences may result in an instructor-initiated withdrawal. If you're absent, it's **your responsibility** to obtain class handouts and materials—having a class study partner helps with this. Course homework and materials will also be regularly posted to the class blog. Class will begin promptly at 6:00 pm, late arrivals are disruptive and will be recorded as half an absence. Remember, this is a short course so every class session counts!

Finals Class Meeting
As an abbreviated 8-week course, our final class will take place on **Wednesday, May 25 at 8:30-10:30am** (Final exam schedule).

Cell Phones
Talking or texting on cell phones during class is highly disruptive. As a courtesy, please turn off all cell phones during class time.

Special Needs
If you need classroom or testing accommodations because of a disability; have emergency medical information to share with me; or need special arrangements in case of building evacuation—please make an appointment to see me as soon as possible. Students seeking disability-related accommodations are encouraged to register with Disabled Students Programs and Services located in Room 323, Rosenberg Library, 415.452.5481.

Academic Dishonesty And Plagiarism:
All students are expected to behave in an ethical manner. All work in this course is expected to be your own (unless working with a team). Put simply, plagiarism means to copy the work of another and pass it off as your own. Plagiarism will not be tolerated. This includes directly copying internet sources as your own written materials or using uncredited imagery. Cheating on projects will result in 1) confiscation of all materials, 2) a "0" for that activity, and 3) dismissal from the class.
    For more information please consult the CCSF handbook for "Academic Policies" at **www.ccsf.edu/NEW/en/educational-programs/ccsf-catalog.html**

REQUIRED READING
- *Package Design Workbook* DePuis & Silva. Rockport Publishers, 2008
  Available at CCSF bookstore and online. Used versions available.
- Various supplemental reading provided by instructor.

CLASS MATERIALS

You will be responsible for buying materials as needed to create physical comps for product packaging. Specific materials will vary by individual student but will include

- X-acto knife and blades (#11 blades recommended, buy in bulk)
- Self-healing cutting mat or other cutting surface
- Metal ruler or straight edge
- Spray adhesive (Super 77 recommended)
- Double-sided tape
- Scoring/folding tool

GRADING

Grades will be based on:

Project 1 . . . . 15%
Project 2 . . . . 25%
Project 3 . . . . 40%
Quizzes. 10%
Attendance/Participation. 10%

PROJECTS

We will spend the bulk of this course working on three major projects. Each will be evaluated by not only the skill and craft of the final presentation but the critical thinking demonstrated throughout the project. Process will be emphasized, so **process books documenting the course for each project** will account for a major part of the final grade. Research and written assignments will also comprise an important part of each project. You will receive more detailed information at the beginning of each project.

Project 1: Cylindrical Wraparound Labels

For this project you will examine the properties of labels for canned or bottled products and design a series of three labels for a series of related products. For example: three different flavors of soup from the same parent brand, or three different flavors of iced tea from the same beverage company.

Project 2: Deconstructing a Box

In this project you will break down a small cardboard box to learn more about how it was printed and constructed. You will then create new mechanical files based on measurements from the original and finally print, cut and assemble your new version.

Project 3: Original Packaging

Find a project or group of products that you would like to package. This can be anything ranging from a luxury product to a pre-packaged meal. Develop an original, appealing package for this product line that is both functional and eye-catching. Special consideration will be given to pushing the boundaries of material limitations and creating packaging that serves multiple uses.

CLASS CALENDAR

Dates for project deadlines below subject to change, please refer to the class web site for detailed homework assignments and schedule announcements.

Date	Day	Class #	Key Deadlines
3/21	M	Class 1	Introductions, Overview of Class Introduction to Project 1: Labels *Reading:* *See class blog*
3/23	W	Class 2	Review subjects for Project 1 *Reading:* *Introduction & Packaging Evolution*
3/28 & 3/30	n/a		**Spring Break, no class**
4/4	M	Class 3	Review sketches for Project 1 Discussion: mechanical comps and digital mockups
4/6	W	Class 4	Comps for Project 1 *Reading:* *The Art and Science of Packaging Design*
4/11	M	Class 5	Final presentations for Project 1 Introduction to Project 2: Deconstructing a Box
4/13	W	Class 6	Measurements and Sketches for Project 2 *Reading:* *Unlocking the Power of Design*
4/18	M	Class 7	Drafts and Mechanicals for Project 2
4/20	W	Class 8	Present final boxes for Project 2 Introduction to Project 3: Original Packaging *Reading:* *The Packaging Process*
4/25	M	Class 9	Topic selections for Project 3 **Quiz: Terminology & Best Practices for Packaging Design**
4/27	W	Class 10	Research and thumbnails for Project 3 *Reading:* *Mastering the Art of Package Design*
5/2	M	Class 11	Sketches for Project 3
5/4	W	Class 12	Material selections for Project 3 *Reading:* *Design's Real World Return on Investment*
5/9	M	Class 13	First roughs and dummies for Project 3
5/16	M	Class 14	Revise roughs and dummies based on class feedback
5/18	W	Class 15	Final roughs & dummies for Project 3
5/23	M	n/a	**Finals Week Schedule** *Optional class for final feedback*
5/25	W	Class 16	**Final Class** Final presentations for Project 3 (8:30-10:30am) Final projects, PDF files and Process books due