ART 446: PACKAGING DESIGN  
MARILYN FRANDSEN  
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marilyn.frandsen@csun.edu  
website: www.frandsenfun.com  

MISSION  
The CSUN Art Department is committed to teaching students to experience and value visual thinking and creative problem solving in art, as well as recognize the concurrent importance of perception, experimentation, innovation, and critical thinking. We encourage students to understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Students are also encouraged to utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

DEPARTMENT OF ART / PROGRAM GOALS  
Basic Skills  
Acquire a basic knowledge, theories, and concepts about art; develop a foundation of art skills and a high level of craftspersonship; communicate ideas and concepts through writing, speaking and art making; acquire a competency with the tools and technologies associated with the visual arts.

Art Knowledge  
Broaden knowledge of ancient through contemporary art; develop an understanding of the theoretical, cultural, and historical contexts of art.

Critical Thinking  
Apply processes of generating and solving problems in art; analyze, interpret and question traditional methodologies and preconceived notions of art and art making. Interdisciplinary Connections Explore and engage in interdisciplinary forms of art making.

Global Perspectives  
Develop an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.

Collaboration  
Become involved in both individual and collaborative art experiences with other students, faculty, and community.

Professional Preparation  
Develop a career path for an art profession or an art-related field; develop an understanding of the demands and expectations of that area of art profession or art field.

NOTE: Changes in content or activities may occur at instructor’s discretion based on course and learning needs, scheduling or other circumstances. SUCH CHANGES WILL NOT EFFECT COURSE POLICIES.

Mike Curb College of Arts, Media, and Communication  
DEPARTMENT OF ART, GRAPHIC DESIGN

ART 446: PACKAGING DESIGN—3 UNITS  
Course time: tr 11am – 1:45pm/AC 403  
Office hours: tr 1:45pm-2:45pm in Sagebrush 224 – Appointment recommended  
*Please inquire about other hours. Email me ONLY if you have a major issue about attendance or a question that cannot wait until class. Do NOT email me with small attendance issues and excuses.

Please keep your email attachments less than 10MB.

COURSE DESCRIPTION  
An advanced studio design course in the development of packaging for the marketplace. Students will be exposed to how package designers visually communicate using 3-dimensional form. Emphasis is placed on developing effective design solutions in relationship to marketing concepts and objectives for various products. Product placement and brand identity will be covered. In addition, consumer and client research and marketing techniques will be addressed.

PROGRAM LEARNING OUTCOMES:  
Communication ● Creativity ● Critical Thought ● Social Responsibility ● Multidisciplinary ● Ethical Practice

COURSE OBJECTIVES:  
I. Learn market oriented problem solving techniques as applied to branding and packaging  
II. Develop effective 3-D design skills and professional presentation techniques  
III. Develop projects for your portfolio

PREREQUISITES:  
SENIOR LEVEL STANDING  
This is an advanced graphic design course. Students will be evaluated by a portfolio or a body of work at the beginning of the semester. It is suggested that this course be taken in your final two semesters of your graphic design education.

My hope is that you have already taken the following courses at least once:  
Art 341, Art 343, Art 344, Art 354, Art 356

RECOMMENDED READING:  
THE PACKAGING DESIGNER’S BOOK OF PATTERNS  
Lazlo Roth, George L. Wybenga  
ISBN 0471385042

DESIGNING SUSTAINABLE PACKAGING  
Scott Boylston  
ISBN 1856695972

PACKAGE AND LABEL DESIGN  
Rockport Publishing Inc.  
ISBN-10: 1564963543  
MATERIALS

You will need to purchase the following tools if you do not already own them. You will also be required to have the means necessary to output your work. Graphic design courses rely on printed output to assess student progress. It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work. Factor in the cost of outputting your work this semester.

- Notebook for keeping all notes and handouts
- Storage devices (1 or 2 GB USB Flash Drives or Portable Hard Drive)
- #2 Pencils
- White Poster Board – As needed (Target poster board is great 24”x 30”, about 90 cents each)
- Access to Large Format Inkjet Printer – prints 13’ x 19’ or larger
- Xacto Knife with #11 Blades (you will need several very new blades)
- Metal Ruler 18”
- Triangle, 12” Minimum
- Sketchbook
- Steel Ruler (24”) Corked Back
- Tracing Paper
- Digital Camera
- Super 77 Spray Adhesive
- Note: You will need to purchase additional “project specific” materials for this class

THE COMPUTER

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. Students are encouraged to use the computer lab outside of class or your own computer at home. Lab-time is not regulated, but it is up to you to get as much experience using the computer. The majority of the work in this class will be completed on the computer, but be aware that the computer is just a tool and that fundamentals and concepts are what we are emphasizing in this course. "There is nothing worse than a sharp image of a fuzzy concept". It is your responsibility to always keep your files backed up and organized.

Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you.

ATTENDANCE

Studio/Lab courses, such as this, strongly take into consideration the entire learning and work habit process as well as required assignments. This class will be graded on a point system with close scrutiny of attendance - including tardiness.

Attendance is mandatory. Lectures, directions, demonstrations and critiques will not be repeated and will begin promptly at the beginning of class. Each student is expected to stay the full length of the class from beginning to the end. Do not miss class on days that projects are due because of unfinished projects. It is important you still receive information on those days. It is your responsibility to get missed information due to absences or tardiness, so make a friend in class and exchange contact info.

Projects/Sketches/Comps/Process must be turned in on the specified date. I WILL NOT BE ACCEPTING LATE WORK. IF WORK IT IS NOT TURNED IN WHEN DUE, YOU WILL RECEIVE ZERO CREDIT. A zero for any stage of any project can seriously effect your point total and grade. Two excused absences are acceptable without it effecting your final grade, Your third absence and subsequent absences will lower your final grade by 1 grade point for each absence.

It is strongly recommended that you make a friend or two in the class who can bring your work in if you cannot attend a crit or a class when final work is due.

Tardiness. I will take attendance during the first 5 minutes of class. If you arrive late, please notify the instructor. If you are late continually it will affect your overall final grade significantly.

The University gives authorization to lower grades for poor attendance and tardiness at the instructor’s discretion.

An incomplete is only given if the student has completed the majority of the coursework and cannot complete the remainder of the course due to a reason beyond their control.

EVALUATION

Students will be evaluated on the basis of:

- Development of concepts that are thoughtful, original and creative
- Careful attention to execution, technique and completion of projects
- Effective visual and verbal presentation skills
- Active and verbal participation in class activities and critiques
- Attendance with necessary materials and assignment preparation
- Personal challenge and effort in project development
- Deadline compliance
- Quizzes and written assignments
Exams:
Quizzes, tests and summary papers related to assignments and/or discussion topics may be given at anytime. You are required to meet at the posted final exam time for this class. Please make a note of it at this time. Extra projects and assignments may be given as well.

Grade Breakdown:
Critiques and feedback on main projects will revolve around individual critiques, round table critiques, and wall critiques. Projects will be graded on personal challenge, comprehension and execution of techniques, self-motivation and attitude in exploration in the development of self-generated graphic design imagery and standout creativity.

Each of the projects will receive 3 grades worth 10 points for each grade (30 possible points per project). One grade for the research, preparation and idea development (ten different ideas/comps minimum per project), project stages including crit participation, attendance, supportive materials (articles and samples). One grade for the execution focusing on all design parameters of the project and individual presentation and one grade for the Final package craftsmanship.

Quizzes and summaries will be get one grade - worth 10 points for each quiz or summary.

Project development is evaluated based on a point system as follows:

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Each Project will have 5 stages; Research, Thumbnail (hand drawn), Full size (digital), Mini Mock up, Final Presentation. Each stage of the project will be CONSIDERED EQUALLY; THIS MEANS YOU NEED TO WORK ON EACH STAGE and NOT SKIP ANY STAGES OR IT WILL AFFECT THE OVERALL GRADE.

Final Grade Criteria:

Grades will be determined using the average of the following grades:

Cube Project
Package Project #1
Package Project #2
Package Project #3
Average of quizzes and papers

Late Work:
Deadlines: All completed assignments will be delivered on the due date promptly at the beginning of class. Late work will not be accepted. An absence is not an excuse for a late project.
Studio Rules:

- In order to gain the full benefit of this course, attendance is mandatory.
- Students are responsible for information missed due to being tardy or absent.
- Please turn your cell phones to silence during class and store them unless you have an urgent reason to have them on vibrate, then discuss with me first.
- Projects may be submitted when due at beginning of class, no late work will be accepted.
- A student who is absent more than 2 times eliminates chances or receiving an “A”
- If you have a health condition that will effect your performance in this class, please let me know at beginning of the semester right away and it will be kept confidential.
- Desktop monitors may be turned on only during lab time. Laptops may be open only during lab time.
- While in class, students may work ONLY on assignments pertaining to this course
- While in class, students may ONLY access websites and information from websites that pertain to this course
- Always be respectful to teacher and classmates
- Help others: If someone is struggling help them. We are a community of learners
- If you have a problem or question, ask me, there are no stupid questions.
- Work hard, but also try to have fun while learning!

Definitions of Academic Honesty:

1. CHEATING is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.
2. FABRICATION is the use of invented information or the falsification of research or other findings in an academic exercise.
3. FACILITATING ACADEMIC DISHONESTY is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.
4. PLAGIARISM is the submission of another’s work as one’s own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

Writing Center:
Students having difficulty with writing assignments are encouraged to contact the Writing Center at: http://www.csun.edu/s/lrc/writing/.html

Code of Student Conduct:
Information may be viewed online at http://www.csun.edu/a&r/soc/studentconduct.html

Students with Learning Disabilities:
If you have a learning disability or feel that you may have a learning disability, it is suggested that you contact the Center on Disabilities (codss@csun.edu; 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.