

PACKAGE DESIGN

Art 4053

Instructor: Dan May -RM 109

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Lab Hours: 8:00 AM-7 PM

Purpose:

Creating creative package solutions in aesthetically pleasing ways while we learn the production of printed design products using sustainable cradle to cradle resources and concepts. These, as always, are lessons in practice as well as theory.

We will be exploring **imaginative** graphic, technical and structural creation for a variety of products which compel "inter-activity". Exploration and analysis of the limitations and physical properties of many packaging materials will be explored. Psychological behavior and tactile response will be investigated. What works, what appeals and what can be made to appeal to the "good" will be pursued. A project involving local business may be later pursued.

Appointments:

All appointments must be scheduled in advance. Office Hours are posted on my door.

Attendance:

Absences WILL reduce your grade. FOUR ABSENCES WILL RESULT IN A ONE LETTER GRADE REDUCTION FOR THE COURSE. Additional absences will further reduce the course grade incrementally by a full grade. Absences must be excused by written note or must be arranged by the student prior to class. If a student is involved in any extra-curricular activity, it is your responsibility to inform me in advance of your participation in any event. Leaving early will count against you unless prior arrangements are made. Class participation is encouraged and evaluated as part of your grade.

Grades:

A=(93-100)

B=(92-87)

C=(86-76)

D=(75-66)

F=65 and below

***Grading procedure for work:* Each assignment has a set of parameters that will be outlined. When minimum requirements are met you receive a "C" grade. You can move up or down from there based on percentage of completion and merits of work which will be evaluated by your proficiency in the medium, style, originality, composition, color, texture, line, et al.**

Required Text:

Packaging Sustainability:

Assignments:

All deadlines will be posted prior to the assignment.

All assignments are due at the beginning of class unless posted otherwise.

Any assignment not turned in on time will receive a "F."

Assignments points are evaluated on the time allotted to complete them.

1 week assignments will be worth 50 points

2 week assignments will be 100 points and so on.

Keep a journal of work with ideas and concept sketches I will periodically check to see how your thought process has developed.

Deliverables:

Before creation of your package is complete, a number of sketch iterations must be made, then you will work on the production phase ala computer. If need be.

Afterward:

Every design will require more than a "wrapper" mock up, or a "digital representation.

A working model is necessary component of design. If it doesn't work, if it isn't created using a minimum of materials, then it is not a good design.

Finally: You will be required to photograph the product in its final state.

(a beauty shot if you will.)

Materials List:

You will be given 1 week to acquire all of the material before projects will be assigned to allow you the necessary time to acquire them, but they will be necessary to complete the assignments scheduled, and no tools will be provided.

SKETCHBOOK

French curves, colored pencils, ink pens and markers.

Utility Knife and/or Exacto Knife

Spray Mount, Rubber Cement, Rubber cement remover, Bestine (acetone)

T square, Steel Ruler, Calculator or

Proportion Scale,

A variety of Papers as needed: but.....

13" x 19" is the absolute minimum. From this paper you can print 11x17 with crops.

(Order from French Paper Company for the following papers.)

FSC certified "Construction" Recycled White 100# Cover 50 sheets=\$23.75

FSC Certified "Construction" Recycled White 70# Text 50 sheets=\$23.75

(look to pair up with other students if necessary)

here is the link:

<http://www.frenchpaper.com/>

Cardboard, bookboard or heavy stock to be used for packages, and folders.

Tracing Paper: Utrecht 11x14" as a possibility

Printable Label sized adhesive backed materials:

CD labels, transparent sheets (Office Depot Window Decals)

Recordable Media (CDS or DVDs)

Week 1

Weds. Lecture:

What is a Ethical Design?

Read: Introduction and Chapter 1 (Packaging Sustainably)

1st assignment: Based on reading

design a label which quantifies

the qualities that you think should be included

in all packaging which would tell a consumer

how ethically produced it was created.

Much like the nutrition label required on food packaging in the 1990s, this label must be small enough to not compete with real estate allotted to the rest of the package's " aesthetic beauty."

The final size must be within a 2 x 2 inch square.

Type size can be no smaller than 6.5 points.

Friday:

Cheesecake Boxy par Sarah Lee

Getting more familiar with InDesign:

Assignment 1: Due Next Friday

Create interlocking box layout in illustrator:

with 4 color separation printouts using provided art to layout box and create seps.

Change four color process to five color spots.

cuz thts whut they duz in Pkg dzin.

The product is Cheesecake.

The Name of the product is your choice

but the logo is Sara Lee which must be converted to spot colors also.

