PURDUE UNIVERSITY | **Department of**
FORT WAYNE | **Art and Design**

AD 40201-01 CRN 21938
Graphic Design IV: Packaging and Display

Department of Art and Design

Course Information

Spring 2023

Course Credit Hours: 3

T/R 1:30am–4:15am

Room VA 211

Instructor

Lindsey Brammell

She/Her

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Office Hours: 12:00pm–1:30pm R and by appointment either in-person or virtually, room VA 223

thelabdesignstudio.com

Course Description

This course is concerned with solving communication problems through an understanding of the identities of both a company and its products. Students will create packages, shopping bags, wall displays, kiosks and point-of-sale environments with an informed use of their design skills and give professional presentations of their work.

Prerequisites Skills and Materials

AD 20502 (or equivalent) with grade of C- or better and in a program of the Department of Art and Design.

Course Access

www.thelabdesignstudio.com/student.html is where you can access the course material and syllabus. You can also access the syllabus at https://purdue.brightspace.com/. The suggested browsers are Chrome and Firefox. It is strongly suggested that you explore and become familiar with content and resources available for this course.

Updated 4/26/2021

Course Goals

Students will implement 3D principles in creating package design. They will develop research and communication skills in order to produce their work.

Learning Objectives

As a result of taking this course, the student will:

1. Demonstrate the ability to turn narratives into visual forms through research and process.

2. Produce a thematic series of forms and images to represent a client's narrative.

3. Demonstrate presentation skills to share ideas in group or workshop sessions.

Learning Resources & Texts

Sketchbook

Pencils and erasers

Bone folder

Cork backed ruler

Exacto knife

PVA glue

Flash drive large enough to hold your files

*Note printing costs apply. Neenah papers has some beautiful papers to purchase.

Course Logistics

- When assignments are due, they are due by the start of class. Attendance for assignment critique is mandatory. Students arriving to the final presentation late, without receiving authorization from the instructor prior to the class period, ten (10) points will be taken from their project grade.
- Deadlines are an unavoidable part of being a professional and this course is no exception. Students are expected to complete all projects within the given time frame. Projects are due at the time outlined in the assignment sheet and may not be submitted after the due date. Projects will be evaluated as presented on the due date. The instructor reserves the right to change any and all due dates with prior notice to the students.
- College-level courses, such as this one, are designed to require 2–3 hours of outside work for every hour the class meets. This means, in addition to attending class meetings, each student should be working 5–8 hours after each class (10–16 hours a week) to do well in this course.
- Students are expected to attend each class meeting, on time, fully prepared, and ready to participate. Students who are not fully prepared, who have not shown project progression, or who have not produced enough work, five (5) points will be deducted from the project grade each class period the student is not prepared. note: there are 100 points per project.
- Students arriving to class late or leaving early, without receiving authorization or making arrangements in advance with the instructor, will be marked absent. To change an absence to a tardy/early departure, a student must meet with the instructor that day at the end of lecture for approval. Each tardy/early departure is counted as ¼ an absence. This means four (4) recorded tardies or early departures will count as one (1) absence.

- Attendance is a required component of this course and students are expected to attend class for its entirety. Excessive absences, tardiness, and/or leaving class early will be reflected in the final grade. Each student is granted three (3) absences for the semester. Each additional absence will result in the drop of one full letter grade in the student's final grade.
- If you are feeling ill, exposed to someone who tested positive for COVID, or you have tested positive for COVID, do not come to class. I will work with you to make up the class so it doesn't count as an absence. Please fill out a "Cares Form" if you do test positive or had exposure.
- You will not be penalized for extreme emergency. Please note: vacations and work-related absences do not qualify as excused absences. If you miss class in order to participate in university-sponsored events, you must meet with me one week prior to the absence to make up the class. In the event of serious or extended illness, or family emergency, the Dean's office should be notified.
- This class will reflect the behavior of a design firm. There will be group critiques throughout the semester. Intermittently, you will be meeting one on one with the client (your instructor). If "the client" rejects the direction you are headed, you must modify your design. Do not show up late or unprepared, every class imitates a client meeting and visuals are mandatory.

Grading Scale

A = 90 to 100%

B = 80 to 89%

C = 70 to 79%

D = 65 to 69%

F = Below 65%

Assignments (Course Requirements)

Brainstorming/Inspiration Discussion
At the beginning of each project we will have a group critique discussing the concept and design elements of the given project. Halfway through the project there will be another group critique where students act as your client and give constructive criticism.

Assignments	Points
Project 1	1/3
Project 2	1/3
Project 3	1/3
Total	100

Project 1

Find either a food product or drink from a restaurant or grocery store and recreate a logo and package for that product. The package should have a place in the store, either on the wall, the counter, or other space.

What is the company's vision, the purpose of the product, who's interacting with the product? What materials will you be using, is it sustainable, biodegradable?

Take pictures of the previous packaging for reference. Include all compliance labeling (labels that need to be on the package for shipping and/or company rules).

All material must be originals, created by you. There needs to be a reason behind every piece of your design, do not randomly choose any item.

Logo: 4"wx2"h (image and name of company).

Use one to three PMS (Pantone Matching System) colors.

Project 2

Research a current issue and find a product that can help promote that issue. Create a logo and package design for that product. This product can be conceptual or literal, have fun with it. The package should have a purpose or place on a wall, counter, or other space.

What is the company's vision, the purpose of the product, who is interacting with the product? What materials will you be using, is it sustainable, biodegradable?

Find a product and take pictures of the packaging for reference. Include all compliance labeling (labels that need to be on the package for shipping and/or company rules).

All material must be originals, created by you. There needs to be a reason behind every piece of your design, do not randomly choose any item.

Logo: 4"wx2"h (image and name of company).

Use one to three PMS (Pantone Matching System) colors.

Project 3

Choose an album, song, or musical artist (past or present) and create a logo and package design for promotion. Think outside the box, what other packaging can you use besides a record, CD, or tape cassette.

What is the artist's vision, the purpose of the product, who is interacting with the product? What materials will you be using, is it sustainable, biodegradable?

Find a product and take pictures of the packaging for reference. Include all compliance labeling (labels that need to be on the package for shipping and/or company rules).

All material must be originals, created by you. There needs to be a reason behind every piece of your design, do not randomly choose any item.

Logo: 4"wx2"h (image and name of company).

Use one to three PMS (Pantone Matching System) colors.

Course Evaluation

During the last two weeks of the course, you will be provided with an opportunity to evaluate this course and your instructor. Your participation is an integral part of this course, and your feedback is vital to improving education at Purdue University. I strongly urge you to participate in the evaluation system. Please give constructive criticism to your instructor, this is a tool to improve the class not to bully your instructor.

How to Succeed in this Course

Show up, work hard, be prepared each class with the requested deliverables.

Netiquette

Your instructor and fellow students wish to foster a safe learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Our differences, some of which are outlined in the University's nondiscrimination statement below, will add richness to this learning experience. Working as a community of learners, we can build a polite and respectful course ambience. Please read the Netiquette rules for this course:

- Do not dominate any discussion. Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately.
- Keep an "open-mind" and be willing to express your opinion.
- Do not hesitate to ask for feedback.

Academic Dishonesty

Academic Misconduct, including plagiarism (using other people's ideas/words and not giving them credit thus implying the work is your own original work) or using your own work from a previous course without the express permission of the instructor, is taken very seriously at any learning institution. It is taken very seriously in this class. Please be aware of what behaviors constitute academic misconduct (See Bulletin, Code of Students Rights, Responsibilities and Conduct Part II. A.) If caught cheating or plagiarizing, a student may receive no credit on the assignment and may result in an F for the course. Any instances of academic dishonesty will be reported to the Dean of Students and your Department Chair and may result in expulsion from the University. Additional potential consequences can be found under: potential consequences (See Bulletin, Code of Students Rights, Responsibilities and Conduct, Part III. A.: i.e., failure of the assignment, failure of the course and/or dismissal from the university) of such behavior.

Diversity and Nondiscrimination:

Related to civility, Purdue Fort Wayne Policies include the following statements:

"Respect and civility should therefore be afforded to all individuals regardless of race, ethnicity, gender, age, sexual orientation, disability, religion, family status, socioeconomic level, educational background, veteran status, or position at the university….Purdue Fort Wayne prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran…"

The Purdue Fort Wayne Code of Student Rights, Responsibilities, and Conduct further states:

"The university believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchanges of ideas, and enriches campus life…Purdue University Fort Wayne prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a veteran."

Disability Statement

Purdue Fort Wayne is committed to providing reasonable accommodation and access to programs and services to persons with disabilities.

If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (Walb Union, Room 113, telephone number 481-6658) as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me. For more information, please visit the web site for Services for Students with Disabilities (SSD) and refer to the SSD Student Handbook.

Student Support Services

Purdue University Fort Wayne is committed to your academic and personal success. Visit the student support services page for a list of student support services, including academic services, technology services, health and wellness, and support from administrative offices.

Emergency Statement

Address what the student should do in emergency situations. Define procedures for communicating with the students and submitting assignments. For example:

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Here are ways to get information about changes in this course.

Students Called for Military Duty

If you are a student in the military with the potential of being called to military service and/or training during the course of the semester, you are encouraged to contact your advisor immediately.

Schedule

1/10	*Tu*	syllabus		
		Design Process Lecture		
1/12	*Th*	*group critique*	mind-map	
			20 thumbnails	

1/17	*Tu*	Packaging Setup	4 wireframes
1/19	*Th*		soft proof
1/24	*Tu*		soft proof
1/26	*Th*		soft proof
1/31	*Tu*		soft proof
2/2	*Th*	*student critique*	hard proof
2/7	*Tu*		mock-up
2/9	*Th*		comp.
2/14	*Tu*	*group critique*	**project 1**
2/16	*Th*	*group critique*	mind-map 20 thumbnails
2/21	*Tu*		4 wireframes
2/23	*Th*		soft proof
2/28	*Tu*		soft proof
3/2	*Th*		soft proof
3/7	*Tu*	*no class*	
3/9	*Th*	*no class*	
3/14	*Tu*		soft proof
3/16	*Th*	*student critique*	hard proof
3/21	*Tu*		mock-up
3/23	*Th*		comp.
3/28	*Tu*	*group critique*	**project 2**
3/30	*Th*	*group critique*	mind-map 20 thumbnails
4/4	*Tu*		4 wireframes soft proof

4/6	*Th*		soft proof
4/11	*Tu*		soft proof
4/13	*Th*		soft proof
4/18	*Tu*	*student critique*	hard proof
4/20	*Th*		mock-up
4/25	*Tu*		comp.
4/27	*Th*	*group critique*	**project 3**
5/4	*Th*	*exam week*	**submit files**