

**THE NEW ENGLAND
INSTITUTE OF ART**

SUMMER 2012

**GD220
PACKAGE
DESIGN**

**THURSDAY
12:30-3:00PM
ROOM 235**

INSTRUCTOR
Donna Stepien

**OFFICE HOURS BY
APPOINTMENT**

Faculty Office
Wednesday
8:00–9:00AM
NOON–1:00PM
Thursdays,
NOON–12:30PM
3:30–4:00PM

(IF YOU CANNOT MEET
AT THESE TIMES, ARRANGE
ANOTHER TIME WITH ME)

donnastepien@me.com
781 710 6512 (c)

www.zloty-design.com
I read—and if
necessary—reply to
email M–F. Please
give me 48 hours to
respond.

You may contact me via
telephone any day
8AM–10PM.

My Office Location
GD Faculty Office

If you drop off work
outside of class, **place it
on my desk and
NOTIFY ME VIA EMAIL.**
YOU MUST notify
me via email
when you drop off
work outside of
scheduled class time.

PACKAGE DESIGN COURSE DESCRIPTION

You will incorporate skills learned in prerequisite courses within the formal framework of Elements Art, Principles of Design, and Gestalt Laws, explore brand identity and apply branding strategies as you design and produce consumer product packaging.

PREREQUISITES GD110, GD120, GD130

OBJECTIVES & COMPETENCIES

Upon successful completion of this course, the following learning objectives will be accomplished by students. Ability to:

- Demonstrate understanding and successful application to package design:
 - Elements of Art (point, line, texture, shape/form, value, space, color)
 - Principles of Design (contrast, harmony, proportion, balance, rhythm/movement, perspective, unity)
 - Gestalt Laws (proximity, similarity, continuity, symmetry, closure)
- Perceive 3-D design aspects of package design
- Be aware of the effect of package design upon consumer attitudes to the product within
- Understand brand identity; critique and analyze visual identity solutions
- Perform and properly cite research for each project
- Write a formal Design Brief to explain consumer attitudes, economic and environmental concerns, product security, market appropriateness
- Produce effective thumbnail and rough sketches, comprehensive layouts and package prototypes to visually convey concepts and package solutions
- Learn economic concerns of package design
- Learn environmental concerns of package design
- Learn relationships between package design, product security and consumer safety, including government regulations of type size and required information on packages
- Participate in, and contribute to, discussions and critiques
- Meet deadlines which simulate the workplace environment

Books/Readings

Required: YOU MUST bring this book to ALL classes

- *Package Design Workbook*, DePuis and Silva (Rockport, ISBN 13-978-1-59253-322-0)

RECOMMENDED BOOKS/READINGS (*Library Reserve)

- **Exploring Package Design*, Chuck Groth (Thomson Delmar Learning)
- **Thinking Green Packaging Prototypes 3*, Edward Denison and Guang Yu Ren (Rotovision)
- **The Packaging Designer's Book of Patterns*, Laszlo Roth and George L. Wybenga (Wiley)
- *50 Trade Secrets of Great Design Packaging* (F&W Publications)
- **Branding and Packaging: The Ultimate Marketing Solution*, Murray J. Lubliner
- **How to Design Logos, Symbols and Icons*, Gregory Thomas (North Light)
- *No Logo*, by Naomi Klein (Picador)

RECOMMENDED PERIODICALS (in Library), **WEB SITES** (also see sites in weekly assignments)

- Communication Arts, HOW, PRINT, Graphis, Emigré, Baseline, Eye, Step
- www.aiga.org (especially student information and AIGA Boston Chapter)

MATERIALS (* = must bring to each class)

- 9 x 12 tracing paper*
- Pencil, #4h ONLY*
- black and blue Micron markers, 01 size*
- kneaded eraser*
- x-acto knife and #11 blades*
- suitable paper for constructing packages
- 18" stainless steel ruler with cork backing and pica measurements*
- Studio Tac adhesive, PERMANENT
- archival glue stick, PERMANENT
- self-healing cutting board, 12" x 18"*
- type gauge*
- proportion wheel*
- bone folder (*very important* for scoring board to make package prototypes)

ESTIMATED SIX HOURS HOMEWORK PER WEEK

Homework is graded on effort, creativity, and implementation of project requirements. It **must be completed when due**. You receive points for timely completion of all assignments. Late homework is not given homework credit, it negatively affects your grade. DO submit late homework when the project is due to receive project credit. Refer to late assignment policy, p3.

GRADING AND STANDARDS

- A (93–100), A- (90–92). Excellent to Very Good; comprehensive knowledge and understanding of subject matter; marked perception and/or originality.
- B+ (87–89), B (83–86), B- (80–82). Good; moderately broad knowledge and understanding of subject matter; noticeable perception and/or originality.
- C+ (77–79), C (73–76), C- (70–72). Satisfactory; reasonable knowledge and understanding of subject matter; some perception and/or originality.
- D+ (67–69), D (60–66). Marginal; minimum knowledge and understanding of subject matter; limited perception and/or originality.
- F (<60). Failing, unacceptably low level of knowledge and understanding of subject matter; severely limited perception and/or originality; absences in excess of allowable limit OR Failure of course based on deliberate violation of Academic Integrity Policy (plagiarism or cheating)

PROJECT ASSESSMENT

- Concept/Originality as stated in written Design Brief
- Fulfills Concept according to written Design Brief
- Research/References, cited on Design Brief
- Presentation/Craft
- Technical Skill
- Completeness/Effort

Points in each of these areas show your success in fulfilling that particular area of the project. Specifics are on each project sheet. READ all project competencies and outcomes!

YOUR FINAL GRADE IS DETERMINED THIS WAY

- 10% Each *complete* homework component: sketch, Design Brief, complete project submitted *on time* = varying pts. depending on the project. Points are added and converted to a number and letter grade
- 10% Participation/in-class work, evaluated by attendance and promptness
- 20% Quizzes and Exercises. Six quizzes/exercises and are scheduled (more or fewer, and the lowest completed quiz/exercise grade may be dropped, at instructor discretion). This does not apply to the Patagonia quiz, which is triple-weighted
- 10% Case Study, with in-class presentation
- 50% Projects. Two equally-weighted projects are scheduled

LATE ASSIGNMENTS THIS POLICY IS STRICTLY ENFORCED!

- You receive points only for timely completion of homework, quizzes, exercises and projects.
- * Assignments not complete at the beginning of class on the due date receives 0%. **All required assignment components must be submitted on or before the due date or the assignment is graded incomplete.**
- You may re-do a project only if you submitted it **complete** on the due date. You have one week from the date the grade is given to re-do the assignment. **I accept re-do projects ONLY if you submit the original project WITH THE GRADE SHEET UPON WHICH I WROTE YOUR GRADE, AND THE RE-SUBMISSION.** The higher grade is recorded.
- Quizzes are not made up under normal circumstances. **You must discuss exceptional circumstances for possible approval/alternate assignment**—which must be completed by the beginning of class one week from the original quiz date. If you enter class five or more minutes late you MAY forfeit a quiz.

This policy has exception in emergencies (death in family, hospitalization) ...which you must personally discuss with me.

IF YOU SUBMIT WORK OUTSIDE OF CLASS

leave it on my desk. If I'm not there, notify me via e-mail. Send digital files ONLY as LOW-RES pdf attachment. You may receive credit ONLY IF you notify me BEFORE an assignment is due—and I accept your reason as valid—for your not submitting it in class. The attachment must be a single document (multi-page if necessary), correctly labelled: your last name_gd220_assignment name_date submitted; i.e. "smith_gd220_ex2_3june"

ATTENDANCE/TARDINESS/ABSENCES

Coursework at NEiA is very hands-on and students are expected to attend class on a regular basis. Poor attendance will affect a student's final grade in a class as follows:

Our college-wide standard is that students with more than 3 absences will have their earned academic grade lowered one letter grade (ex: B+ to C+). More than 4 absences will lower their grade to a maximum of a D.

Students are responsible for making up assignments and communicating with their instructors regarding missing classes. All faculty members have school voice mail and email to help students contact them.

The college does not distinguish between excused or unexcused absences and therefore all absences are unexcused. If you know ahead of time that you will be absent, you are required to notify your instructor and make arrangements to collect assignments and hand-outs.

A student who misses all of his/her classes for two consecutive weeks will be withdrawn from the college.

LATENESS

If a student arrives late or leaves early from class, it is noted in the attendance roster. Four late arrivals/early departures count the same as a full absence. Further, if a student is more than 30 minutes late to a class or leaves more than thirty minutes before the conclusion of a class he/she is marked with a one-half absence for that class. Two half-absences count as missing an entire class.

If an assignment is due and you are absent, refer to **IF YOU SUBMIT WORK OUTSIDE OF CLASS**.

DISTRACTING CLASSROOM BEHAVIOR

All classes are participatory learning environments. Therefore, the use of third party communication devices is prohibited. In the event that you need technology as an assistive device, please speak with the faculty member privately. Other forms of distractive behavior, such as sleeping, side conversations, disrespect toward fellow students and profanity are also not permitted in order to ensure a comfortable and conducive learning environment.

PARTICIPATION

NEiA expects you to be current with assignments and to attend all classes. In addition to class, make an appointment with me—or show up during scheduled office hours—I'll drop your lowest single-weighted completed quiz/exercise grade (at my discretion).

STUDENT EMAIL

MyAiCampus.com is the student portal to be used for managing your campus email and tracking your academic progress. It was created to streamline educational needs and provide information and services for students. On this site, which serves as a service center, you will be able to access academic, student affairs, financial aid, and student accounts services. Students have the opportunity to register for classes, view academic records, view class schedules and grades, pay a bill, and much more. To access this portal, log onto www.MyAiCampus.com and create an account. All students are required to create and manage an account. This is the means by which the college will communicate with you about critical information, events and updates. Students are expected to use email responsibly and respectfully. Refer to the Student Code of Conduct in the Student Handbook as well as "Policy on Computing Ethics" and "Acceptable Use Policy for Networks."

I correspond regarding assignments, etc. . . via email. **I correspond ONLY via the email account you write on the sheet I pass around the first class; please make sure your correct email address is on the sheet, and your account is working properly, in quota!!!**

ACADEMIC INTEGRITY

NEiA defines academic dishonesty as cheating on tests or assignments, the presence and/or use of cheat sheets or third party communication devices, and copying or purchasing materials from any outside source, including the words, thoughts, audio, video and/or graphic files of others without attribution. Guidelines for academic integrity are strictly enforced through the use of anti-plagiarism software. If you have questions about how to attribute properly, you are advised to ask the instructor or an academic advisor. Penalties for cheating and plagiarism range from failure of the assignment, failure of the course to dismissal from the college for multiple offenses. All students are required to familiarize themselves with the Academic Integrity Policy that is published in the Student Handbook. Failure to follow the policy, and/or instructions provided by the instructor, will result in the penalty ascribed in the Academic Integrity Policy.

Using your own previously produced work or work you produced for another class without providing credit in writing is plagiarism. If you quote anyone—even your OWN previously-submitted words/illustrations/drawings/design—, you **MUST** place quoted words in quotation marks, and properly footnote the source. Unauthorized use of original source materials may result in penalties including project failure, course failure, and/or administrative action. Copyright laws protect work; you are responsible to respect originality and ownership of yours and others' works. Refer to the **NEiA Student Handbook** for thorough discussion of NEiA's plagiarism policy, and to the *MLA Style Guide* for proper methods of citation.

SEMESTER CREDIT HOUR DEFINITION

A semester credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semester hour of credit, or the equivalent amount of work over a different amount of time; or
2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

ADDITIONAL CLASS POLICIES

- Distracting classroom behavior: All classes are participatory learning environments. Therefore, the use of third party communication devices is prohibited. In the event that you need technology as an assistive device, please speak with the faculty member privately. Other forms of distractive behavior, such as sleeping, side conversations, disrespect toward fellow students and profanity are also not permitted in order to ensure a comfortable and conducive learning environment.
- Food/drink are not permitted in computer studios. Please keep clean the space around you.
- If found using the computers and/or internet for pornographic, indecent, or illegal means you will be subject to severe disciplinary action including possible failure or dismissal.
- Cell phones/beepers/text messaging are not permitted. You may use personal headsets **ONLY** during in-class work sessions. You are responsible for all class information. Self-respect and respect for others is the most valuable lesson, it is required. Refer to NEiA Student Handbook for Student Code of Conduct.
- You may leave class to use the restroom, feed the meter, respond to/make an important call. No need to ask to be excused if you'll be out of class for 10 or so minutes. You are responsible, however for material missed during your absence—however brief.
- **ABSOLUTELY NOTHING IS ACCEPTED IN WHICH YOU HAVE USED RUBBER CEMENT.**
 - I do NOT accept or grade anything with rubber cement on/in it; I will return it ungraded.
 - assignments unclaimed may be discarded after the second week of the following semester.

ACADEMIC SUPPORT/DISABILITIES

Academic Support (tutoring and advising) is provided to any student wishing to take advantage of it through the Academic Achievement Center. Additionally students who feel they are able to assist with tutoring should also contact their instructor and/or the Academic Achievement Center.

Students with known disabilities should contact the Student Affairs Office to arrange for accommodations. Students will not receive any accommodations without a signed letter from the appropriate administrative agency. Feel free to make an appointment with Student Affairs and/or the instructor in order to discuss any issues of concern.

It is the policy of The New England Institute of Art to not discriminate, in its educational programs, against qualified students with documented disabilities. If you have a disability-related need, contact your instructor **and** the Student Services Office in the first week of class to allow for necessary modifications to be made. Refer to the Nondiscrimination Policy on the Enrollment Agreement form for the complete policy. Academic Support (tutoring) is provided to any student in need of tutoring. Students who feel they are able to assist others with this course, as a tutor, should contact their instructor and/or the Student Services Office.

COURSE OUTLINE (instructor may alter outline w/in-class or email notification)Class 1 **TYPEFACE USAGE**

Use only the typefaces listed in the following books (on Library Reserve):

- *The Elements of Typographic Style*, Robert Bringhurst
- *A Type Primer*, John Kane
- *Thinking With Type*, Ellen Lupton
- You must cite in writing in each design brief each typeface you use in a project with typeface name, designer, date of design and reference source from the above books only. **If this information is missing or incomplete your project is incomplete and your grade is reduced.**

IMPORTANT >>>> *Failure to document each typeface you use constitutes incomplete submission. Points will be deducted from your project grade, and due to incomplete project status, you forfeit the opportunity to re-submit the project.*

INTRODUCTION**TOPICS AND ACTIVITIES**

- Contact information
- Objectives, policies/procedures/supplies/expectations
- Learning-centered philosophy
- Critiques, homework, grading, projects, quizzes, exercises
- How to study / learning and retention
- What is package design?
- Elements of Art, Principles of Design, Gestalt Laws (QZ1) in package design
- The design process: concept/define the design problem/research/production
- Production: sketches (thumbnail and rough), comprehensive layouts ('comps')
- Market testing

PROJECT 1: GHIRARDELLI CHOCOLATE POWDER LABELS (see Project 1 sheet)

- Purchase any Ghirardelli chocolate powder, either 10- or 16-oz. size. Redesign the label.

Homework due Class 2

- See Project 1 Sheet
- Read t pp6–29, 38, 78, 79 (QZ1)
 - z Ghirardelli Art Guide
 - z *Designing Brand Identities*, first three steps, top p105: "Packaging Basics" (QZ1)
 - z "New Branded World," No Logo (Naomi Klein) pp3–28 (QZ1)
 - z "Successful Creative Briefs: Linking Business Objectives and Creative Strategies"
 - z "Designing the Way to Better Health" (QZ1)
- url <http://www.thedieline.com/>
- url http://www.thedielineforum.com/?et_mid=516799&rid=103266365

Class 2 **GHIRARDELLI CHOCOLATE POWDER LABELS****TOPICS AND ACTIVITIES**

- Exercise 1: package template/grid. Trace the grid on the provided labels for two products. Label the typeface, leading, margins according to instructions.
- z Discuss *No Logo* reading
- z *Branding and Packaging: "10 Commandments of Emotional Branding"* (QZ1)
- Review: using InDesign to create label, saving and labeling files (.indd and .pdf)
- Begin package label in InDesign
- One-on-one critique w/instructor: Project 1 sketches and Design Brief while working in class

Homework due Class 3

z See Project 1 Sheet

- Read t p5 and pp30–60, and pp132–135 (QZ1)
 - z Nutrition Facts label
 - z pp 15–19, *How to Design Logos, Symbols and Icons.* (QZ1)
 - z BBC News: Australia Plans Plain Packaging for Cigarettes (QZ1)
 - <http://www.netmba.com/marketing/brand/equity/>
 - <http://www.packagedesignmag.com>
 - <http://www.tazachocolate.com>

Class 3 **GHIRARDELLI CHOCOLATE POWDER LABELS, AND INTRODUCTION TO 'BRANDING'****TOPICS AND ACTIVITIES**

- Quiz 1
- Brainstorm: 10 words/phrases and quick sketches for Ghirardelli Art Guide
- Preparing cylinder label for submission
- z How to photograph your 3D package
- z *Designing Brand Identity*, review first three steps, top p105: "Packaging Basics" (QZ2)
- url <http://imprint.printmag.com/color/designing-the-way-to-health/>
- z Work in class: Nutrition Facts label

Homework due Class 4

z See Project 1 Sheet

- Read t pp61–95 (QZ2)
 - r *Exploring Package Design* pp63–65, 68, 69 "Creating Convincing Mock-ups" (QZ2)
 - z 14 May 2007 *NY Times* article, "Incredible Shrinking Packages" (QZ2)
 - z 3 April 2007 *Economist* article, "Plastics of Evil" (QZ2)
 - z Seventh Generation 90% recycled package (QZ2)

Class 4 **GHIRARDELLI CHOCOLATE POWDER LABELS****TOPICS AND ACTIVITIES**

- Quiz 2 (o/n,www)
- z Elements of Art, Principles of Design from *50 Trade Secrets of Great Design Packaging* (QZ3)
- Work in class: Ghirardelli Chocolate Powder labels, with one-on-one instructor critique

Homework due Class 5

z See Project 1 Sheet

- Read ws pp 115, 116, *Branding and Packaging: the Ultimate Marketing Solution.* (QZ3)
- url www.thedieline.com/

Class 5 **GHIRARDELLI CHOCOLATE POWDER LABELS****TOPICS AND ACTIVITIES**

- Quiz 3 (t/h)
- In-process Peer Critique: Ghirardelli Chocolate Powder labels AFFIXED TO PACKAGES
- InDesign File (for in-process Peer Critique)
- Work in class: Ghirardelli Chocolate Powder labels, with one-on-one instructor critique

Homework due Class 6

- z Complete PROJECT 1: Consult Project 1 Sheet

- Class 6 **GHIRARDELLI CHOCOLATE POWDER LABELS**
TOPICS AND ACTIVITIES
- Finished Project 1 critique:
 - Ghirardelli labels AFFIXED TO PACKAGES
 - Photographs of labels and flat labels on 15 x 20" black mat board
 - Discuss and compare development of Ghirardelli labels with/without Art Guide guidelines
- z** pp 115, 116 *Branding & Packaging*; 15–19 *How to Design Logos, Symbols, Icons* (QZ4)
z *Designing Brand Identity*, p104 "Research Legal Requirements" and p105 "Research Functional Criteria" and 1,2,3,4,5,7,8 (QZ4)
- Homework due Class 7**
- **Read t** pp96, 97 and 102, 120–129, 136, 137 ((QZ4)
 - **Bring your textbook to Class 7 for Exercise 3: Case Study**
- Class 7 **CASE STUDY EXERCISE**
TOPICS AND ACTIVITIES
- Pair/group case studies from textbook
- Homework due Class 8**
- **Read z** Martha Stewart Creative Brief (QZ4)
 - **r** *Exploring Package Design* pp28, 29 "Following a 2D pattern for a 3D form"
 - **t** pp106–119 (QZ4)
 - **z** pp 18–28, *Thinking Green Packaging Prototypes 3* (QZ4)
- Class 8 **PROJECT 2:**
INTRODUCTION TO ENVIRONMENTAL/MINIMAL/SUSTAINABLE PACKAGING
TOPICS AND ACTIVITIES
- Quiz 4 (o/www)
 - Branding strategies for environmentally sustainable packaging, Project 2
- Homework due Class 9**
- **See Project 2 sheet**
 - **Read r** Patagonia, pp 31, *Thinking Green, Packaging Prototypes 3* (QZ5, triple-weighted)
 - **z,r** p 83–top, p96, "Designing Information Graphics," in *A Practical Guide to Graphics Reporting* (QZ5)
 - tetrapakusa.com/environment/packaging.htm (packaging, our commitment, resources) (QZ6)
 - aseptic.org (EX2)
 - packworld.com/cds_print.html?rec_id=16105 (*Cradle to Cradle*) (QZ5)
 - mbdc.com/c2c_ee.htm (*Cradle to Cradle*) (QZ5)
 - shelfimpact.com and find Gallery of Packaging (QZ5)
 - stopwaste.org/docs/g-choc_final_101205.pdf (QZ5)
 - sustainablepackaging.org (QZ5)
 - greenblue.org (QZ5)
- Class 9 **ENVIRONMENTAL/MINIMAL AND SUSTAINABLE PACKAGING**
TOPICS AND ACTIVITIES
- Web sites and readings from Class 8 HW and Project 2
 - Point-of-purchase display
 - Packaging to protect: the environment, product security, consumer safety
 - Using Adobe InDesign to produce a layout for a box/3D package assembly
- Homework due Class 11**
- **z** Information Design (QZ5)
 - **See Project 2 sheet**
 - **Read r,z** Edward Tufte, *Envisioning Information* (QZ5)
 - **Bring in** one example of information design, with one written based on Tufte's principles
- Class 10 **INFORMATION DESIGN/MINIMAL AND SUSTAINABLE PACKAGES/ FIELD TRIP**
TOPICS AND ACTIVITIES
- Quiz 5 (Patagonia Quiz, triple-weighted take-home and not accepted after Class 11)
 - Effective information graphics on packaging and slide show; well-designed information graphics (QZ5)
 - Field Trip to Patagonia (Newbury Street, Boston, one block from Hynes Green Line T Stop)

Class 11 **INFORMATION DESIGN ON PACKAGING/MINIMAL, SUSTAINABLE PACKAGES****TOPICS AND ACTIVITIES**

- Patagonia package critique: Information graphics/environmentally-conscious packaging (QZ5)
- Work on Project 2, with one-on one instructor critique

Homework due Class 12

- See Project 2 sheet

Class 12 **INFORMATION DESIGN ON PACKAGING/MINIMAL, SUSTAINABLE PACKAGES****TOPICS AND ACTIVITIES**

- Work on Project 2, with informal peer and instructor critiques

Homework due Class 13

- Complete Project 2; See Project 2 sheet

Classes 13, 14 **FINAL CRITIQUE PROJECT 2**

- You *MUST* be present each entire class 13 and 14 or your Project 2 grade will be reduced one letter grade.