

THE ART INSTITUTE OF FORT LAUDERDALE
COURSE SYLLABUS

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Office Location: Main 426
Office Hours: by appointment

Course Title: **Package Design**
Course Number: **GRA2171C**

Course Description: This course defines the role of packaging in product identification, presentation, and production. The unique challenges of adapting typography, illustration, design and materials to three-dimensional forms are explored. Research includes marketing objectives, structural integrity and display aesthetics.

Prerequisite(s) GRA1852C

Corequisite(s) **None**

Instructional Contact Hours/ 2 lecture hours + 2 lab hours

Credits: 3

Learning Objectives: The student will:

1. Demonstrate an understanding of the process of 3-D design.
12. Identify the function of 3-D design in advertising communication, specifically in package design and display.
13. Plan a strategy and organize information prior to final construction utilizing roughs, patterns and structural/graphic design.
4. Develop technical skills in the areas of high comps and model making, construction patterns and perspective renderings.
5. Apply and demonstrate compositional skills working with type, color, 3-dimensional objects, and structure.
6. Convey the advertisers need for revenue creation from identification and structural graphics.
7. Identify target market and its function in relationship to design.
8. Display ability to profile audiences for successful presentation techniques.
9. Exhibit critical thinking skills in the formation of 3-D designs.

Instructional Materials and References:

Required Textbook(s)

Textbook: Kleppner's Advertising 17th Ed
Author: J. Thomas Russell

Publisher: Prentice Hall
ISBN-10: 0132308290
Publication Date: July 30, 2007

Suggested Textbooks/ Instructor References:

Textbook: Marketer's Guide to Successful Package Design
Author: Herbert M. Meyers

Publisher: McGraw Hill
ISBN: 0844234389
Publication Date: May 11, 1998

Textbook: Perfect Package : How to Add Value
Author: Catharine M. Fishel

Publisher: Rockport Publishers
ISBN: 1-59253-012-5
Publication Date: Aug 2003

Instructional Methods:

Discussion, demonstration, critiques, class and studio and take-home projects, group critiques and individual consultation, exams.

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TOPICAL OUTLINE

- Week 1** LECTURE/DEMO: The process of 3-D design. Lecture and sample of Packages. PROJECT #1: Five different layouts for package re-design.
- Week 2** LECTURE/DEMO: Identify target markets. Developing a concept . Grid Layout. Concept of creativity. Continuation of Project 1.
- Week 3** LECTURE/DEMO: Defining concepts and objectives for the client. Color philosophy.
- Week 4** CRITIQUE: Package Re-Design. PROJECT #2: Package design research. New Product Package Development. Marketing research. The final size of the design
- Week 5** LECTURE/DEMO: Adapting typography, illustration, design and materials to 3-D forms PROJECT #3: Roughts of Packages.
- Week 6** LECTURE/DEMO: Working to execute a concept.
- Week 7** LECTURE: Designing for structural integrity, and display aesthetics. PROJECT #4: Package Design.
- Week 8** LECTURE: Developing high comps and model making. Construction patterns.
- Week 9** LECTURE: Display research of the product. PROJECT #5: Display and ads for package. Making PowerPoint Presentations.
- Week 10** FINAL PRESENTATIONS
- Week 11** PRESENTATIONS (continued). Wrap up of package design and research

• **Student Responsibilities / Classroom Policies:** No late work accepted. [Must make final presentation to pass the class](#)

Syllabus is subject to change.

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Assessment Criteria and Methods of Evaluating Students:

Grading Criteria (%):

Project #1:	Five different layouts	10%
Project #2:	Package design research	20%
Project #3:	Roughs of Packages.	10%
Project #4:	Package Design	20%
Project #5:	Display & ads for package	20%
Presentation	PowerPoint	20 %
		Total = 100%

Method of Evaluation:

A = 94-100	4.0	C = 74-76	2.0
A-= 90-93	3.7	C-= 70-73	1.7
B+= 87-89	3.4	D+ = 67-69	1.4
B= 84-86	3.0	D = 60-66	1.0
B-= 80-83	2.7	D-=n/a	
C+=77-79	2.4	F = below 60	0.0

Policies - All policies of the Student Handbook apply to this course. These include, but are not limited to, grading policies, attendance and plagiarism. (SEE ALSO COURSE POLICIES)

Attendance - Any student who does not attend class for 10 consecutive calendar days may be withdrawn from school. Absences of more than 9 hours in a 3 hours per week course or 12 hours in a 4 hours per week course constitute failure. Please see the student attendance policy in the student Handbook or the catalog for further information.

ADA (Americans with Disabilities Act) - To meet the needs of our students with disabilities and to comply with Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act, Title 111, the Art Institute of Fort Lauderdale maintains reasonable accommodations for students with physical and learning disabilities. Students or applicants who would like to request reasonable accommodations should contact the Director of Counseling for The Art Institute of Fort Lauderdale. The Counseling Department is located on the First Floor (1st) of the Main Building. Students with disabilities are encouraged to contact the Counseling Department in advance of the quarter of study when accommodations may be needed.

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Estimated Homework Hours: Approximately 4 hours per week

Technology Needed: access to Adobe Illustrator and Internet

Suggested Periodicals: Communications Arts Magazine, Coyne & Blanchard, Inc.

How: Ideas and Techniques in Graphic Design, F&W Publications

C.M.Y.K. Magazine, Aroune-Freigen Publishing Company

Print: America's Graphic Design Magazine, RC Publications

Required Supplemental

Materials:

Materials could include, but are not limited to: Bristol board, foam core, colored paper, cardboard, balsa, vinyl lettering, masking tape, glue, color copies, computer output, craft supplies, external drives, CD's, color outputs.

Cost: \$50.00

TOPICS:

1. The process of 3-D design and its function in advertising communication
2. Identify target markets and its function in relationship to design
3. Defining concepts and objectives for the client
4. Planning marketing strategies and organize information prior to final construction
5. Adapting typography, illustration, design and materials to 3-D forms
6. Designing for structural integrity, and display aesthetics
7. Developing high comps and model making,
8. Construction patterns and perspective marker rendering
9. Compositional problems and solutions
10. Working with type, color, three dimensional objects, and structure
11. From design development to final: thumbnails and roughs, to presentation
12. Communicate and implement concept options

Additional COURSE POLICIES as needed:

Projects presented on time with completion of all preliminary steps.

Projects completed according to specification including size, mounting, type of final

Oral explanation/ presentation of projects.

Creative concept and innovation.

Experimentation is expected and the degree to which a student explores design possibilities

The difficulty/ complexity of the task performed.

Overall appearance of the finished piece: the quality of the final art or printed output.