COURSE DESCRIPTION
The design of packaging and displays involves three-dimensional considerations, in addition to the two-dimensional graphic skills that students have been developing in earlier courses. The assignments will present students with new opportunities and challenges in creating innovative and functional designs that contain, present, and communicate products effectively. Students will conceptualize visually and verbally, sketch ideas in a rough form, and develop final concepts into three-dimensional mockups with finished computer comp graphics. Use of innovative materials and shape solutions will be encouraged. Study of the competitive landscape will be required. Real-world packaging case studies will be presented for guidance, showing the step-by-step concept and design process involved in their development. Required text will be referenced for additional guidance and reference.

ATTENDANCE
In a studio-based class, attendance is key. In order to learn the course material and get the most out of communicating and critiquing with your classmates, you must be present. For this reason, attendance will be taken daily. Excused absences are for substantiated medical and personal emergencies only, with documentation. Absences on critique days will impact your grade significantly.

PUNCTUALITY
Out of respect for your fellow classmates and myself, please arrive on time and plan to stay the entire session, unless otherwise notified. Late arrival on critique days is LATE and no late work is accepted.

CRITIQUE
Critique is a critical part of the design process and essential to producing quality work that clearly communicates your ideas. Being able to critically examine a peer’s work and communicate its strengths and weaknesses to fellow designers is beneficial to all parties involved. Critiques are a dynamic dialogue in which I expect everyone to equally participate—both asking questions of others and thoughtfully explaining your own work. On critique days it is crucial that you come prepared and ready to present your work and critique others’. If you are ill-prepared, it will be factored in your grade.

LATE WORK
There is no late work accepted.
ASSIGNMENTS + GRADING

Each assignment will be introduced in class and will be accompanied with an overview sheet describing the project in detail. Assignments are due at the beginning of class on the date specified. Unexcused late work will not be accepted.

In order to pass the class, you will be required to complete all class assignments, your design work will be evaluated on:

- **Concept:** Your designed work is second to the content and conceptual quality of your ideas. Those ideas are second to the needs of your company. Appropriateness, quality and originality of ideas and creativity are paramount to the success of your projects.
- **Layout:** Composition, legibility, readability, spatial relationships, use of design principles and elements (type, image, color).
- **Technique:** Craftsmanship is important in the final design of your work as well as in its presentation during class critiques.

**No Late work will be accepted**

**WORKLOAD** (subject to change)

- Label design       15pts
- Box design         25pts
- 4-pack             40pts
- POP/Family         50pts

*Participation 5pts each (intermittent points)

Total approx 130pts (+*participation points)

**GRADING**

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>(94-100%)</td>
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<tr>
<td>A-</td>
<td>(90-93%)</td>
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<tr>
<td>B+</td>
<td>(87-89%)</td>
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<td>D</td>
<td>(60-69%)</td>
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<td>F</td>
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**ACCEPTING AND RETURNING ASSIGNMENTS:**

I will accept items through canvas and will return grades through canvas within two weeks of submission.

http://www.policy.umn.edu/Policies/Education/Education/MAKEUP-WORK.html

**EXTRA CREDIT:** none offered

**UNIVERSITY POLICIES**

- **Personal Electronic Devices in Classroom:**
  [http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html](http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html)
- **Use of Class Notes and Materials:**
  [http://policy.umn.edu/Policies/Education/Education/CLASSNOTESTUDENTSTESTUDENTTRANSCRIPTS.html](http://policy.umn.edu/Policies/Education/Education/CLASSNOTESTUDENTSTESTUDENTTRANSCRIPTS.html)
- **Scholastic Dishonesty and Student Conduct Code:**
  [http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html](http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html)
- **Sexual Harassment:**
  [http://policy.umn.edu/hr/sexualharassment](http://policy.umn.edu/hr/sexualharassment)
- **Statement on Climate of Inclusivity:**
  You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help. (or refer to [http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf](http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf))
- **Academic Freedom and Responsibility:**

**Academic Services:**

- Center for Writing: 612-626-7579
- Student Academic Success Service: 612-624-3323

- **Availability of Disability and Mental Health Services:**
  The University of Minnesota is committed to providing all students equal access to learning opportunities. Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations.
  - Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612-626-1333 (V/TTY) or ds@umn.edu.
  - Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

  As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.
SCHEDULE

Note: This schedule is tentative and subject to change please see assignment sheets for specific timeline.

LABEL

WK1  D1 DUE: ideation of product--
     Product research
     D2 inclas: naming
     read: Effective Labels
     research: Label samples

WK2  D1 DUE: PDF research & brand/mood board
     pre-existing product to use as your content
     IN CLASS: sketch concepts
     D2 DUE/inclas: digital production of sketches

WK3  D1 DUE: roughs for critique - printed & trimmed.
     D2 inclas: work on changes discussed during critique,
     photograph items, production

WK4  D1 DUE: Final Presentation. Multi page PDF
     D2 RAPSON Fabrication Lab for tour.

BOX

WK5  D1 DUE: Bring in product/s and or ideas
     sketches of boxes, mood/research board,
     D2 DUE: blank box mock-up
     DUE/INCLASS: digital roughs - critique

WK6  D1 DUE: 2-4 digital roughs of box designs for critique
     (printed critique)
     D2 INCLASS: work on changes discussed during critique, production

WK7  D1 DUE: Final High fidelity prototype
     Intro to next assignment
     D2 INCLASS: revisions (critique again)

WK8  D1 DUE: Final Presentation, Multi page PDF

MULTI-PACK

WK8  D2 DUE: beverage choice & 3 name options
     compare & contrast all parts of two different products.
     INCLASS: name selection / sketch wordmarks /

SPRING BREAK

WK9  D1 DUE: brand board, digital word mark options 3-4
     D2 INCLASS: revisions

WK10 D1 DUE: 2-3 variations of digital roughs of label / box
     D2 INCLASS: work on changes discussed during critique, production

WK11 D1 DUE: critique of all items
     D2 INCLASS: revisions (critique again)

WK12 D1 DUE: Final critique
     D2 DUE: Final Presentation, Multi page PDF

FINAL

WK12 D2 DUE BY END OF CLASS
     proposal of ideas with sample ideas

WK13 D1 DUE: sketches of expansion ideas or new product
     D2 DUE: expanded flavor design / Family mock-

WK14 D1 DUE: POP / gift pack mock ups
     D2 INCLASS: work on changes

WK15 D1 Critique
     D2 Final Critiques/presentations

FINALS WEEK: Final Presentation