

## PACKAGE DESIGN

Art 4053

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Lab Hours: 8:00 AM-7 PM

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### 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 explore in each project (in no particular order of importance)

- 1) Why is it necessary to use materials that are sustainable when creating packages?
- 2) Why is it necessary to be aware of the amount of material being used?
- 3) The mechanics of human behavior
- 4) Marketing and Truth
- 5) Aesthetics
- 6) Concept

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" (altrusim) will be pursued. A project involving local business (service learning) may be later pursued.

### Goals:

1. *Problem solving:* Develop students' evaluative and problem solving skills to develop a style which is individualistic in nature by setting up design problems that the student will find pertinent to defining their future 'practice.'

2. *Communication:* Enable students to effectively communicate primarily through visual form, but also by verbally, both oral and written form, defining their analytical and procedural visual arts skills as it relates to visual communication and the craft of type construction. This goal is necessary so that students may critically and purposefully determine the pathways that they may discover are most in tune to their own process and thereby improve their skills.

3. *Practical and theoretical knowledge:* Provide students with a solid foundation in the visual arts in terms of layout, composition and production of their typographic work so that it heightens their awareness of the practical and theoretical skills necessary to compete in the *professional* art environment.

4. *Historical Relevance:* Each class will have some information in relation to Current Practitioners and how they work. Students will receive information designed to give them inspiration and guidance reading excerpts from required texts. You will be tested on the information contained within the text. This is required.

### Appointments:

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

### Attendance:

**Absences WILL reduce your grade. FOUR ABSENCES USUALLY RESULT IN A ONE LETTER GRADE REDUCTION FOR THE COURSE. This is not a given nor is it arbitrary in nature. It has been my experience that this is about par for the course.**

Additional absences will further reduce the course grade. Absences can only be excused as outlined by the student handbook 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 and critique is mandatory and is 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.**

Midterm test: 100 points

Final Test: 100 points

**Required Text:**

**Packaging Sustainability:** *Wendy Jeblicka*

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**Projects:**

All deadlines will be posted prior to the project.  
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 MAY be worth 50 points  
2 week assignments MAY be 100 points and so on.

A list of items that are required for each assignment

**Keep a journal of work with ideas and concept sketches.**

**These will be periodically graded to 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,  
and 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.)

This must be done on a white background or the object must be stripped out of the background  
at a size that may be used for your portfolio (at least 5x7 inches at 300 dpi) and placed in a white environment  
and turned in with EVERY project.

**Materials List:**

You will be given 1 week to acquire all of the material before projects will be assigned en masse to allow you the necessary time to acquire them, but they will be necessary to complete the assignments scheduled. No tools, no printing and no materials will be provided.  
Prior to printing you MUST bring in the material you plan to use for approval.

**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**

### **Day 1. Lecture:**

#### **What is a Ethical Design?**

Read: Chapter 1 pp.10-21 (*Packaging Sustainability*)  
also read: pp.85-98

1st assignment: Based on reading pp.85-98  
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 when it was created.  
Type size 6 pt maximum.  
Icons same size.

These icons will be created for:  
water used in production  
energy used in production  
distance shipped  
and materials used in production

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 5 points.

### **Day2**

#### **Refine Icons**

1. Critique work on icons
2. Getting more familiar with InDesign and materials

Read Chapter 3 pp.61-79  
Discuss in class what this means.

### **Day3**

#### **Drukster Bouncy Toy:**

For next class. Read Chapter 3 pp.80-1

In class design panels  
for interlocking box layout in illustrator:  
Druk Toy Design:  
Design each panel using only spot colors  
to layout box and create seps.

Change four color process to five color spots.  
cuz thts whut they duz in Pkg dzin.