

ARTS 3335 | packaging design

T. Th 3:30 - 6:20

Course Syllabus 1/6

LOCATION	Art Complex, Building E. Room 101
CLASS TIME	T. Th. 3:30 - 6:20 pm
PROFESSOR	Taehee Kim
CONTACT	Huntsville Campus, Art Complex, Building D, R104 Phone: 936.294.4762 Email: thkim@shsu.edu
OFFICE HOURS	T. Th 11:00 - 12:30 pm or by appt.
COURSE DESCRIPTION	ARTS 3335 (CRN 20785) - Packaging Design (3 credit hours) This course will explore in graphic communication and techniques for packaging structure and three –dimensional design issues. Experimentation with diverse materials, typography, color and images will be developed on the targeted audience based on depth of research and design brief. In additions, packaging stainability will be addressed. Prerequisite: ART 3323
COURSE OBJECTIVES	After completing this course, students will be able to demonstrate: <ul style="list-style-type: none">• To developing creative capacities• To develop specific skills, competencies, and points of view needed by professionals in the field• To learning to apply course material to improve thinking, problem solving, and decisions• To define branding and packaging design.• To create various and experimental packaging.• To define the value of packaging design with targeted customer.• To learn how unity with variety creates visual interest across applications.• To explore different methods of design implementation.• To develop an Individual research, experiments and/or explorations on assignment at an advanced level.
TEXTBOOK	Optional: Package Design Workbook by Steven DuPuis and John Silva Rockport Publishers (ISBN 1592533221)
REQUIRED SUPPLIES	Apple MacBook Pro Adobe Education Essentials Font Collection External usb hard drive * Paper: buy as needed (Check the appropriate papers for printers in the Graphics lab) Black mat board, black cover, and tracing paper for mounting (buy as needed) Black masking tape, PhotoMount and / or Spray Mount Sketchbook (at least 8.5 x 11") A variety of rulers and measuring devices (metal / clear plastic) Xacto knife and additional no. 11 blades and Self-healing cutting mat Fine point sharp pens and No.2 pencils Colored pencils (Prismacolor – at least a 36 pack), T-square (at least 24 inches) Any other necessary materials needed for the course will be covered during lectures and on assignment sheets.
ATTENDANCE POLICY	Attendance is mandatory . Students are expected to be on time, have supplies ready to work in class, and to stay for the duration of the class. Excessive absences, tardiness, or leaving early will adversely affect the student's grade and potential failure of the course. Full credit for attendance is defined as: <ul style="list-style-type: none">• Arriving to class on time and being physically present when roll is called• Staying in class during the entire period• Functioning as an active participant• Working on class projects only. Working on assignments for another class is not allowed.

SHSU SPRING 2018

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Late arrivals: It is the student's responsibility to check with the instructor upon arrival to receive any attendance credit. No credit will be given for attendance after 15 min. of class time.

(3 late arrivals equal 1 unexcused absence.)

Students will be allowed **3 excused class absences**. In the event of illness, a doctor's note is required upon return to class for it to be considered excused. More than 3 unexcused absences will reduce your final grade by one whole letter grade (if your average = C, then the final grade = D).

Keep in mind that any missed class periods affect your level of performance and progress. Students are responsible for making up any missed work.

**GRADING
POLICY**

- Coffee/ Tea Packaging 20 %
- Product System 20 %
- Conceptual Kit 20 %
- Environmental Graphics (team work) 20 %
- Portfolio Presentation: 10 %
- Participation & Attendance: 10%

**Note: Class participation and attendance will be affected 10 % of each project grade.*

100 - 90 = A 89 - 80 = B 79 - 70 = C 69 - 60 = D 59 under = F

A : Exceptional work, exceeding all expectations. Illustrating significant generation. Craft and presentation are exceptional. Excellent attendance and self-motivated class participant on all levels.

B : Good work and craft. Shows initiative and ability to produce work as a matter of discourse. Meets and exceeds expectations of assignments, projects and papers. Excellent attendance and participates with class on many levels.

C : Meets the standard of work, class participation and craft. Attendance average. Does not significantly resolve to final projects. Marginal exploration with regards to research, idea and solution generation.

D : Marginal work and craft. Attendance issues. Minimal class participation. Does not show significant resolve to final projects. Marginal exploration with regards to research, idea and solution generation.

'D' is a passing grade.

EXAMS

Testing of knowledge by exams and/or quizzes may be part of the curriculum of this class.

**MAKE-UP
POLICY**

Students who have completed all their assignments by the deadline may re-do for an improved grade during the semester period.

No late assignments will be accepted without prior permission from the instructor.

Assignments are made up at the discretion of the instructor.

**TENTATIVE
COURSE OUTLINE**

- Coffee/ Tea Packaging
- Product System
- Conceptual Kit
- Environmental Graphics (team work)

REQUIREMENTS

Completion of all projects and outside assignments at the beginning of the class period.

KEEP EVERYTHING! When turning in assignments aside from final mounted piece, they must include these items: all thumbnails, sketches, roughs, comps, research, and printouts in a 10"x13" manila envelope.

*** Important Note:** Back-up all work in progress. File managements are your responsibility. Excuses of losing files or troubles are not accepted. With the completion of projects, back up the project on a CD. You will turn in a CD at the final.

* No music and head set are not permitted in the class.

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Student will be required to check SHSU email and Blackboard regularly.

Students will be required to attend gallery, museum, and/or artist lecture for at least 3 hours during the semester.

Students will be reading and doing assignments outside of class. Class time is for lectures, research, critiques and individual/group discussions. The majority of assignment work will be completed outside of class.

Students will be required to complete all assignments by due date. Any assignment not completed will earn a grade of "F". No late assignments will be accepted without prior permission from the instructor.

Students will be required to take notes during class, due to the fact most explanations of assignments will be oral. Students are to take responsibility for clarifying any confusion or misunderstanding of assignments.

Students will be required to participate in group and class critiques. Students are required to be prepared to work in each class for the entire period of the class.

Students will be required to attend any scheduled field trips and events.

DEPARTMENT OF ART BFA REVIEW

The purpose of the BFA Review is to ensure that students have learned basic principles and techniques needed for advanced art courses.

All Art students must successfully complete all of the Art Foundation courses and the BFA Review before being accepted into a BFA program in Computer Animation, Photography, or Studio Art or Graphic Design. Graphic Design students must also pass a separate Graphic Design Review after the BFA Review.

The Art Foundation Courses are WASH, Drawing, and Foundations in Digital Art. (ARTS 1313, 1314, 1315, 1316, & 2313). Students must pass each course with a grade of C or higher to take the BFA Review and proceed to upper level courses.

The semester after all of the Foundation courses are complete, students must sign up for the BFA Review. Students should see an art advisor every semester to ensure they take the BFA Review on time. It should be taken the semester immediately following the completion of the Foundation Courses.

Students who do not pass the BFA Review may re-take it the following semester. Students who do not pass on the second attempt will not be allowed to continue as BFA majors, but may follow the degree plan for the BA in Art.

Non-participation after signing up or being advised to sign up will count as a failure of that semester's review.

Graphic Design students must pass the BFA Review, complete Principles of Graphic Design (ARTS 2323) and participate in a BFA Review at the end of the semester that they are enrolled in Typography (ARTS 3322).

For more information on the BFA review see the Department of art web page: <http://www.shsu.edu/academics/art/review/>

ACADEMIC DISHONESTY

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see: http://www.shsu.edu/~slo_www/

**STUDENTS WITH
DISABILITIES**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired. SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center. For a complete listing of the university policy, see: http://www.shsu.edu/~vaf_www/aps/811006.pdf

**STUDENT
ABSENCES ON
RELIGIOUS
HOLY DAYS**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20..." A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf

**VISITORS IN THE
CLASSROOM**

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

**USE OF
PHONE & TEXT
MESSAGING IN
THE CLASSROOM**

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Inappropriate behavior in the classroom shall result, minimally, in a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with university policy.

**DEFACING
UNIVERSITY
PROPERTY**

Do not paint on concrete, asphalt, trees, sides of buildings, etc. When using any kind of paint use a drop cloth or tarp to protect the surface from overspray. Defacing university property is prohibited by university policy. Students will be held responsible for the cost of damages to the facilities.

DISCLAIMER

Instructor reserves the right to change or modify the syllabus based on class progress, but will outline any such changes to the class when needed.

Week One

1.18 **Introduction:** Syllabus review, textbook, supplies list, and grading.
Intro: Project 1. Coffee/Tea Packaging

Week Two

1.23 **Due: 20 thumbs of Coffee/Tea Packaging and research**
Group discussion

1.25 Lecture: The Power of Packaging Design and Process
Work period: Coffee/Tea Packaging

Week Three

1.30 Work period: Coffee/Tea Packaging
2.01 Work period: Coffee/Tea Packaging

Week Four

2.06 **Critique: Coffee/Tea Packaging**
2.08 Work period: refine Coffee/Tea Packaging

Week Five

2.13 **DUE: Coffee/Tea Packaging**
Intro: Project 2. Product System

2.15 **Due: 20 thumbs of Product System and research**
Group discussion

Week Six

2.20 Work period: Product System
2.22 Work period: Product System

Week Seven

2.27 **Critique: Product System**
3.01 Work period: Refine Product System

Week Eight

3.06 **DUE: Product System**
Intro: Project 3. Conceptual Kit

3.08 **Due: 20 thumbs of Conceptual Kit and research**
Group discussion

Week Nine

3.13 Spring Break
3.15 Spring Break

Week Ten

3.20 Work period: Conceptual Kit
3.22 Work period: Conceptual Kit

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Course Syllabus 6/6

Schedule

Week Eleven

3. 27 **Critique: Conceptual Kit**
3. 29 Work period: refine Conceptual Kit

Week Twelve

4. 03 **DUE: Conceptual Kit**
4. 05 Intro: Project 4. Environmental Graphics - team composed

Week Thirteen

- 4.10 **Due: 20 thumbs of Environmental Graphics and research**
 Group discussion

4.12 Work period: Environmental Graphics

Week Fourteen

- 4.17 Work period: Environmental Graphics
4.19 Work period: Environmental Graphics

Week Fifteen

- 4.24 **Critique: Environmental Graphics**
4.26 Work period: refine Environmental Graphics

Week Sixteen

5. 01 Work period: refine Environmental Graphics
5. 03 **DUE: Environmental Graphics**

FINAL WEEK **Presentation and exam**

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SYLLABUS AGREEMENT

I have read the syllabus (either in paper or online) and class outline and understand the classroom policies, expectations, and rules as stated in the syllabus and outline. By signing this form I agree to comply with the policies listed and accept the outline for this class.

Date:

Student Name:

Student Signature: