PACKAGING

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COURSE DESCRIPTION
This course provides students in the Graphic Design Program with the opportunity to develop skills and strategies for creating innovative, effective, and sustainable approaches to packaging design. Students will develop unique brands, and the representation of products and brands as tangible, functional, three-dimensional containers. The course focuses on the practical exercise of creating package designs that best house and protect the product contents, while exploring the opportunity of connecting and appealing to the target audience, viewer, end-user, and customer.

LEARNING OUTCOMES
- Develop knowledge for materials, shapes, forms, dimensions, and the opportunity for functional and visually dynamic solutions connected to each project challenge.
- Integrate gained perspectives on reducing waste in packaging, and sustainable approaches to project concepts.
- Build an understanding for, and implement a process for each project including steps of research, concept development, experimentation roughs, refinement, and presentation.
- Learn skills and techniques as related to craft and executing high-quality mock-ups, models or prototypes.
- Expand technical knowledge around industry standards including die-lines, printing, display, budgets, and consideration of realistic production capabilities.
- Execute documentation of finished work including process, project descriptions, photography, in comprehensive layouts.

COURSE PREREQUISITES & SOFTWARE
See catalog year and completed the following with a grade of C (2.0) or better: Art 340, 341, 342A, 345. Knowledge and working skill/understanding of the following software programs are required for this course:
1. Vector graphics software: Adobe Illustrator
2. Page layout software: Adobe InDesign
3. Image editing software: Adobe Photoshop

CLASS PARTICIPATION, ATTENDANCE & DUE DATES
Students are required to participate in all class activities; i.e., lectures, demonstrations, critiques, and presentations. Attendance at all class meetings is required. Three (3) unexcused absences will automatically result in a drop of one full letter grade. Three (3) unexcused instances of late attendance are equal to one (1) unexcused absence. All work is to be completed by the due date, and unless otherwise specified, all work is due at the beginning of the class period. Failure to meet the completion due date will result in a grade reduction.
GRADING
Grading is based on class participation, execution, project completion, due dates, and presentations. An incomplete grade will only be granted for extenuating circumstances. A daily grade is given per assigned item and recorded using an effort and results-based points system. A basic description of grading guidelines and expectations is listed here:

A - Excelling in every aspect of presentation, requires project completion and delivery on all due dates
B - Above average performance and presentation
C - Average grade for satisfactory effort
D - Below average performance
F - Failing

PROJECTS & SCHEDULE
A detailed description of projects and criteria with a coordinated schedule will be provided in a separate document.

RESOURCES, MATERIALS & VENDORS
A separate and expanded list of resources, materials, and vendors will be provided.

READING
Packaging the Brand: The Relationship Between Packaging Design and Brand Identity (Required Reading Range) by Gavin Ambrose
Packaging Design: Successful Product Branding From Concept to Shelf by Marianne R. Klimchuk and Sandra A. Krasovec
The Packaging Designer’s Book of Patterns by Lászlo Roth and George L. Wybenga
Designing Sustainable Packaging by Scott Boylston

Box Bottle Bag: The World’s Best Package Designs from TheDieline.com Mar 3, 2010 by Andrew Gibbs
1,000 Package Designs (mini): A Comprehensive Guide to Packing It In (1000 Series) by Grip
Best Practices for Graphic Designers, Packaging: An essential guide for implementing effective package design solutions by Grip

LINKS
http://www.thedieline.com
http://lovelypackage.com
http://bpando.org
http://www.worldpackagingdesign.com
http://www.packagingoftheworld.com