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recent posts:

Art 301 – FA 14 –
MIDTERM FILES

Week 7 Friday Art 301

Week 7B – TR

Week 7A TR –
Assignments!

Week 6 Friday HW

archives:

Select Month ▾

Syllabus / Art 446 / Packaging Design

course time: tr 11am – 145pm

office hours: m-f 5pm-6pm in AC 409/410 – appointment recommended

art department mission:

The CSUN Art Department is committed to teaching students to experience and value visual thinking and creative problem solving in art, as we as recognize the concurrent importance of perception, experimentation, innovation, and critical thinking. We encourage students to understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Students are also encouraged to utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

program outcomes:

Communication • Creativity • Critical Thought
Social Responsibility • Multidisciplinary • Ethical Practice

course description:

An advanced studio design course in the development of packaging for the marketplace. Students will be exposed to how package designers visually communicate using 3-dimensional form. Emphasis is placed on developing solutions in relationship to marketing concepts and objectives for various products. In addition, consumer and client research and marketing techniques will be addressed.

recommended text:

THE PACKAGING DESIGNER'S BOOK OF PATTERNS
Lazlo Roth, George L. Wybenga
ISBN 0471385042

DESIGNING SUSTAINABLE PACKAGING
Scott Boylston
ISBN 1856695972

course objectives:

- I. Learn market oriented problem solving techniques as applied to branding and packaging
- II. Develop effective 3-D design skills and professional presentation techniques
- III. Developing projects for your portfolio

prerequisites:**SENIOR LEVEL STANDING**

This is an advanced graphic design course. Students will be evaluated by a portfolio or a body of work at the beginning of the semester. It is suggested that this course be taken in your final two semesters of your graphic design education.

My hope is that you have already taken the following courses at least once: Art 341, Art 343, Art 344, Art 354, Art 356

materials:

You will need to purchase the following tools if you do not already own them. You will also be required to have the means necessary to output your work. Graphic design courses rely on printed output to assess student progress.

It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work. Factor in the cost of outputting your work this semester.

Storage devices (USB Flash Drives, Portable Hard Drive)

White Poster Board – As needed

Large Format Inkjet Printer – prints 13 x 19 or larger

Xacto Knife with #11 Blades

Triangle, 12" Minimum

Sketchbook

Steel Ruler (24") Corked Back

Tracing Paper (14 x17)

Digital Camera

Super 77 Spray Adhesive

CDRW or CDR for turning in projects

other materials as needed per project

the computer:

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. Students are recommended to use the computer lab outside of class or your own computer at home. Lab-time is not regulated, but it is up to you to get as much experience using the computer. The majority of the work in this class will be completed on the computer, but be aware that the computer is just a tool and that fundamentals and concepts are what we are emphasizing in this course. "There is nothing worse than a sharp image of a fuzzy concept". It is your responsibility to always keep your files backed up and organized.

Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you.

final exam:

You are required to meet at the posted exam time for this class. Please make a note of it at this time.

attendance:

Studio/Lab courses, such as this, strongly take into consideration the entire learning and work habit process as well as required assignments.

Attendance is mandatory. Lectures, directions, demonstrations and critiques will not be repeated. Each student is expected to stay the full length of the class from beginning to the end. Do not miss class on days that projects are due because of unfinished projects. It is important you still receive information on those days. It is your responsibility to get missed information due to absences or tardiness.

Projects/Sketches/Comps/Process must be turned in on the specified date. I WILL NO LONGER BE ACCEPTING LATE WORK AND DEDUCTING POINTS. IF IT IS NOT TURNED IN WHEN DUE, YOU WILL RECEIVE ZERO CREDIT. A zero for any stage of any project can seriously effect your point total and grade.

I will take attendance during the first 5 minutes of class. If you arrive late, please notify the instructor. If you are late continually it will affect your overall final grade significantly.

The University gives authorization to lower grades for poor attendance and tardiness at the instructor's discretion.

An incomplete is only given if the student has completed the majority of the coursework and cannot complete the remainder of the course due to a reason beyond their control.

evaluation: Students will be evaluated on the basis of:

- Projects
- Class participation, interaction, and discussion.
- Evidence of initiative, creative and imaginative responses.
- Attendance
- Quizzes and written assignments

grading (sample project rubric):

10 research (research presentation – if applicable)
 10 x 4 for each process phase (thumbnails, r1 comp, r2 comp, mini mock up)
 10 participation/presentation (final crit)
 20 concept (overall idea and development of ideas)
 20 execution (final solution, typography, color, image etc)
 20 craft (final physical appearance and production skills)
 TOTAL = 120 total points per project

Feel free to ask me about your grades and attendance totals at any time.
 There is a possibility of quizzes and writing assignments during the semester.
 Extra credit assignments and projects might be developed as well.

blogging:

You will be required to blog once a week on topics related to graphic design. You are also required to comment twice a week on other classmates blogs. The blog will also be used as a tool to post progress so we can critique and have discussions outside of the classroom environment. More details will be discussed in class.

<http://www.blogger.com>

<http://wordpress.com>

late projects:

LATE PROJECTS OR STAGES OF PROJECTS WILL RECEIVE ZERO CREDIT. IF YOU ARE LATE THE DAY OF A FINAL PRESENTATION YOU WILL NOT BE ABLE TO PRESENT YOUR WORK.

Project improvements can be made, but not to improve your grade. What you turn in the day it is due is what will be graded. This is a senior level class and there are no exceptions.

A few notes on this on project due dates:

Turning in something on the day it is due is almost always better than turning in nothing at all or turning it in late.

If something is due and you have nothing, show up anyway as participation with others IS PART OF

YOUR GRADE.

If you come late the day a final project is due for presentation, you will NOT be able to present your work and you will receive -10 points in the presentation/participation portion of your grade.

definitions of academic honesty:

CHEATING is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.

FABRICATION is the use of invented information or the falsification of research or other findings in an academic exercise.

FACILITATING ACADEMIC DISHONESTY is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.

PLAGIARISM is the submission of another's work as one's own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

miscellaneous:

I. Don't be shy about experimentation. I will be looking for ideas and projects that push the limits.

II. Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc. Do not be afraid to run any concept or idea by me. I want to encourage creativity and experimentation as long as you understand the fundamentals.

III. This class is intended to serve your needs. Learning requires active participation. If you have personal suggestions or requests, please do not hesitate to address them.

IV. Do not to use the computers, scanners, and printers for other class projects or work on any other projects during class time other than our own.

V. Food and drink are prohibited in computer labs.

VI. Show respect and be helpful to your fellow students. Have your work done and be present when we view the class work. Help each other in the lab. Remember, the person you help today might return the favor in the working world. Start creating your contacts now.

VII. Participate in SAGA (Student Advertising Graphics Association) here at CSUN and AIGA (American Institute of Graphic Arts) Los Angeles Chapter events. Begin to immerse yourself in the industry. It will help you greatly.

projects:

There will be four projects in this course and one exercise. The schedule is handed out on a per project basis and is subject to change. You will receive these via email as well as updates and any additional course information. **Please forward your CSUN email accounts to your main email account if you do not use it! This is the primary method of communicating with you outside of the classroom.**

*this syllabus is subject to change

search

contact:

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818-677-3022

aol aim:
mindisplay

related sites

- viscomcenter.com
- [Art446 Facebook](#)
- enculture.com
- mindisplay.com
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quicklinks

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