ADES 3520
LINEAR DESIGN 2

the syllabus // packaging & brand extension //

COURSE DESCRIPTION
Students in this course will build on skills learned in previous design courses to conceive and produce multifaceted package designs and brand extensions. These brand extensions may include artifacts that are appropriate for each student’s unique client. These artifacts will be 3-dimensional, 2-dimensional, or interactive.

PREREQUISITES
ADES 3500, ADES 3510

COURSE OBJECTIVES
A. Review: communication design process, creative problem solving methodologies, strategy development and iterative thinking, typography terminology, color theory, creative teams.
B. Further hone concepts of target audience identification and ethnographic studies.
C. Demonstrate understanding of and skills for graphic design campaign development by correctly assessing the needs and end-goals of a given client to determine what collateral pieces and medias of delivery are strategically sound, and creatively appropriate.
D. Demonstrate and hone your skill sets necessary for successful design and strategic development including: problem identification, problem solving, strategic development, typography, color, semiotics, layout, and production.
E. Demonstrate the ability to produce finished actual size pencil layouts for various end products that include the following: headline indication, body copy indication, type specs, layout, cropping, color indication, spacing.
F. Demonstrate understanding of and application of various forms for package construction and pattern making.
G. Research and discuss campaign thinking as it includes packaging and environmental design issues (to include ethics, consumer issues, trends and environmental concerns (i.e., plastics, excessive packaging, ink types, materials, recyclability, etc.)
H. Review color theory and color psychology in historical and topical context and application as they relate to packaging and environmental design.
I. Demonstrate presentation and defense skills at an intermediate level.
J. Continue to develop and demonstrate good working habits and professional attitudes.
K. Actively participate in class critiques to demonstrate proficiency with terminology, history and concepts in three dimensional design.

COURSE STRUCTURE
This class is structured around assigned studio problems. Students and instructor will divide their time between lectures and critiques. Students will be required to complete work outside of class for the duration of the semester. Students should plan to spend 2 to 3 hours working outside of class for every hour spent working in class. Students must participate in the Junior Portfolio Review in order to pass this course.

GRADING
ASSIGNMENT 1: ENTREPRENEURIAL ENTERPRISE DESIGN: COMPLETE SYSTEM 60%
ASSIGNMENT 2: COMPLETE SYSTEM OR BRAND EXTENSION 40%

Your final grade will be based on an average of all exercises, and assignments in the given percentages, and affected by attendance (as described in the attendance policy – attached), daily deadline performance and participation.

You will be required to participate in the Junior Portfolio Review at the end of this semester as scheduled in order to pass this class. Failure to present your work for this review will result in a failing grade for the class. This review is an overall assessment for all skills learned so far in the program. The faculty will evaluate all of your work to date to determine areas of strength and areas of weakness which will need to be addressed in the senior year. At the end of this review, the faculty will make a recommendation concerning whether the student should pursue graphic design as a career specialty or art direction. Ultimately the decision is the student’s to make.
Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the UNT Office of Disability Accommodation, University Union, room 322. The School of Visual Arts Policy on Accommodation is available upon request in the Art Building, room 111. Further questions and problems on accommodation may be addressed to the SOVA Associate Dean of Academic Affairs, Art Building, room 111.

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of a tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until all an all clear signal is sounded. Follow your instructor’s direction and act accordingly.

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only three (3) unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The sixth unexcused absence will lower your grade by three letter grades and so on. A total of seven absences, excused or unexcused, will result in you receiving a failing grade (F) for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor’s note on his/her stationary with a telephone number. The doctor’s note must be presented at the next class. A receipt is unacceptable. If you are more than 30 minutes late, it will be counted as an unexcused absence.

If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No facebooking, checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person’s mind and presenting it as one’s own. Copying someone else’s writing or art, intact or with inconsequential changes, and adding one’s name to the result constitutes plagiarism. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university. Disciplinary probation, suspension from the university, expulsion (permanent), or revocation of degree. (See student guidebook)

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.
the contract // sign it! //

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

NAME (PRINT)

SIGNATURE

DATE

Please fill in your contact information below:

YOUR E-MAIL ADDRESS

YOUR PERMANENT ADDRESS

YOUR PHONE NUMBER

YOUR CELL PHONE NUMBER

May we include your e-mail address on the Communication Design List Serve?

PLEASE CHECK: _____ YES  _____ NO

May I include your e-mail address and phone number on a class phone list for distribution to the rest of the class?

PLEASE CHECK: _____ YES  _____ NO

“I agree to the terms and conditions outlined in the Permission to Use Student Work contract.”

PRINT NAME     SIGNATURE     DATE

And

“I agree to the terms and conditions outlined in the UNT Legal Model Release Form contract.”

PRINT NAME     SIGNATURE     DATE
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## WEEK 1 :: 17-21 JANUARY

**INTRO:** W: Syllabus, attendance, supplies list  
**ASSIGN:** Exercise 1: First iteration, 200%-scale white prototype of assigned carton  
**PROCESS:** Fabrication of a tight prototype of the assigned carton at 200% of its assigned size  
**SUPPLIES:** Bring to class as directed. This applies for entire semester.  
**DUE:** F: First iteration, 200%-scale prototype of assigned carton  
**DEMO:** Half-scale isometric tight-drafts using your prototype as a drawing model  
**ASSIGN:** Revised prototype as necessary  
**SUPPLIES:** Tight drafts of isometric model depictions (three points of view), three total  

## WEEK 2 :: 24-28 JANUARY

**CONTINUE:** M: Work in class on drawing and prototype construction as necessary  
**ASSIGN:** Client research/Major Project/Brand Mapping/Naming  
**LECTURE:** W: Package design  
**DISCUSS:** Client research  
**DUE:** F: Exercise 1, One (1) final prototype and three (3) isometric drawings  
**DISCUSS:** Client research  
**LECTURE:** W: Emotional content & visual richness  

## WEEK 3 :: 31-4 FEBRUARY

**DUE:** M: Client research/Major Project/Brand Mapping/Naming  
**ASSIGN:** Revisions to client research/Major Project/Brand Mapping/Naming  
**DUE:** W: Revisions to client research  
**DUE:** F: Final client research/Major Project/Brand Mapping/Naming  
**ASSIGN:** Strategy thumbnails  

## WEEK 4 :: 7-11 FEBRUARY

**DISCUSS:** M: Returned comments on research  
**REVISE:** 2 best strategy thumbnail sets of sketches (10 sketches each)  
**CRITIQUE:** W: 2 best strategies  
**ASSIGN:** F: Select best direction  
**ASSIGN:** Build boxes/revise designs/assign color  

## WEEK 5 :: 14-18 FEBRUARY

**CRITIQUE:** M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics  
**CRITIQUE:** W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics  
**CRITIQUE:** F: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
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WEEK 6 :: 21-28 FEBRUARY
CRITIQUE:  M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

CRITIQUE:  W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

CRITIQUE:  F: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

WEEK 7 :: 28-4 FEBRUARY/MARCH
CRITIQUE:  M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

CRITIQUE:  W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

CRITIQUE:  F: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

WEEK 8 :: 7-11 MARCH
CRITIQUE:  M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

LECTURE:  Brand Extension

CRITIQUE:  W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

DUE:  F: Final package designs

ASSIGN:  Brand Development and Extension research & sketches

WEEK 9 :: 14-18 M MARCH SPRING BREAK !!!!!!

WEEK 10 :: 21-25 M MARCH
DUE:  M: Present Brand Extension research

ASSIGN:  Revise Brand Development and Extension research & sketches

DUE:  W: Revise Brand Development and Extension research & sketches

ASSIGN:  Select best direction

ASSIGN:  Begin production of Brand Development and Extension

CRITIQUE:  F: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
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WEEK 11 :: 28-1 M MARCH/APRIL
CRITIQUE: M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: F: No class

WEEK 12 :: 4-8 APRIL
CRITIQUE: M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: F: Student Show

WEEK 13 :: 11-15 APRIL
CRITIQUE: M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: F: No class

WEEK 14 :: 18-22 APRIL
CRITIQUE: M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: F: No class

WEEK 15 :: 25-29 APRIL
CRITIQUE: M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
CRITIQUE: F: No class
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WEEK 16 :: 2-6 MAY
CRITIQUE:  M: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

CRITIQUE:  W: Ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

NO CLASS:  F: Sophomore midpoint review

WEEK 17 :: 9-13 MAY FINALS
DUE:  M: Final Brand Extension package system