ADES 3545
PACKAGE & BRAND DESIGN

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

PREREQUISITES
ADES 3500, ADES 3510

REQUIRED BOOKS
Package Design Workbook: The Art and Science of Successful Packaging by Steven DuPuis

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.

GRADING
EXERCISE 1: PROTOTYPE ASSIGNED CARTONS (3) 5%
ASSIGNMENT 1: PACKAGE REDESIGN 55% (2-3 PACKAGES IN A SERIES)
ASSIGNMENT 2: COMPLETE SYSTEM OR BRAND EXTENSION 35% (2 PACKAGES)

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.
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at disability.unt.edu. You may also contact them by phone at 940.565.4323. If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at unt.edu/oda, and by visiting the ODA in Sage Hall, 167. You also may call the ODA at 940.565.4323.
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**ELECTRONIC DEVICES**

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.

**EMAIL**

You must use your unt email address to communicate with professors. You may forward your unt email to a private email address via your My unt settings.

**EMERGENCIES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

**FINANCIAL AID**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

**GRADING POLICY**

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.

**RIGHTS & RESPONSIBILITIES**

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See unt.edu/csrr for further information.

**RISK FACTOR**

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.”
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**STUDENT BEHAVIOR**
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at unt. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct

**STUDENT EVALUATION OF INSTRUCTION**
Student Evaluation Administration Dates. Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at unt. The survey will be made available during weeks 13 and 14 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from “unt spot Course Evaluations via IASystem Notification” (no-reply@iasystem.org) with the survey link. Students should look for the email in their unt email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

**STUDENT RECORDS**
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates at the following link: essc.unt.edu/registrar/ferpa.html

**SUCCEED AT UNT**
UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here’s how to succeed at unt: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused.

To learn more about campus resources and information on how you can achieve success, go success.unt.edu.

You are expected to bring work to class each day. We only meet two days a week so it’s imperative for your success to get regular feedback. I also understand it’s difficult to juggle classes and work and on occasion those worlds collide. You’ll be allowed (2) days each semester to come to class without work. The (3RD) day you come to class without work, your final grade will be dropped by one letter.

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.
resources // getting help... //

**TECHNICAL ASSISTANCE**

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at utd we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

- utd Help Desk (http://www.unt.edu/helpdesk/index.htm)
- Email: helpdesk@unt.edu
- Phone: 940-565-2324
- In Person: Sage Hall, Room 130
- Walk-In Availability: 8am-9pm
- Telephone Availability:
  - Sunday: noon-midnight
  - Monday-Thursday: 8am-midnight
  - Friday: 8am-8pm
  - Saturday: 9am-5pm
- Laptop Checkout: 8am-7pm

For additional support, visit Canvas Technical Help (https://community.canvaslms.com/docs/doc-10554-4212710328)

**STUDENT SUPPORT SERVICES**

- Registrar (https://registrar.unt.edu/registration)
- Financial Aid (https://financialaid.unt.edu/)
- Student Legal Services (https://studentaffairs.unt.edu/student-legal-services)
- Career Center (https://studentaffairs.unt.edu/career-center)
- Multicultural Center (https://edo.unt.edu/multicultural-center)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
- Student Affairs Care Team (https://studentaffairs.unt.edu/care)
- Student Health and Wellness Center (https://studentaffairs.unt.edu/student-health-and-wellness-center)
- Pride Alliance (https://edo.unt.edu/pridealliance)

**ACADEMIC SUPPORT SERVICES**

- Academic Resource Center (https://clear.unt.edu/canvas/student-resources)
- Academic Success Center (https://success.unt.edu/asc)
- utd Libraries (https://library.unt.edu/)
- Writing Lab (http://writingcenter.unt.edu/)
- MathLab (https://math.unt.edu/mathlab)
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.

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

and

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

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NAME (PRINT)

SIGNATURE

DATE
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**WEEK 1: J13**

**INTRO:**

**M:** Syllabus / attendance / supplies list / assign creative groups or teams

You will be assigned to creative teams (A/B/C/D) in order to facilitate brainstorming/creative/critique groups for the duration of the semester.

**ASSIGN:**

Exercise 1: First iteration, 200‰-scale white prototype of assigned cartons

**PROCESS:**

Fabrication of a tight prototype of the assigned carton at 200‰ of its assigned size

**SUPPLIES:**

Bring to class as directed / be prepared to work in class each day.

**DUE:**

**W:** First iteration, 200‰-scale prototype of assigned carton

**ASSIGN:**

Packaging genres & research

**ASSIGN:**

Revised prototype as necessary

**DISCUSS:**

Genre research/make selections

**ASSIGN:**

Client research/brand mapping

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**WEEK 2: J20**

**M:** MLK, no classes

**DUE:**

**W:** Exercise 1, two (2) final prototypes

**DISCUSS:**

Client research

**LECTURE:**

Package design /Branding/Emotional content & visual richness

**ASSIGN:**

Client research/brand mapping revisions

**ASSIGN:**

Digital mood boards

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**WEEK 3: J27**

**DUE:**

**M:** Client research/brand mapping

**DUE:**

Digital mood boards

**ASSIGN:**

Strategy thumbnails (10 - 15 directions to include typography & images) You will designing a set of products 2-3 that can include different flavors and or product extensions.

**DUE:**

**W:** Strategy thumbnails

**ASSIGN:**

Design strategy roughs (Revise 5 directions, fronts, backs and ¾ views of all)

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**WEEK 4: F3**

**CRITIQUE:**

**M:** Best strategy roughs sets of sketches (5 sets with multiple drawings: fronts, backs and ¾ views of all)

**ASSIGN:**

Select best 2 strategy roughs, revise = tight pencils

**CRITIQUE:**

**W:** Tight pencils 2 best strategies

**ASSIGN:**

Select best direction

Build boxes/revise designs/assign color
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**WEEK 5: F10**

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

**WEEK 6: F17**

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

**WEEK 7: F24**

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

**WEEK 8: M2**

**CRITIQUE:**
- **M:** Critique / ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
- **W:** Final package designs (2-3) Turn in for initial grade evaluation

**ASSIGN:**
Brand development and extension research & sketches

**SPRING BREAK WEEK**

**WEEK 9: M16**

**DUE:**
- **M:** Present brand extension research
- **W:** Revise brand development and extension research & sketches

**ASSIGN:**
- **M:** Revise brand development and extension research & sketches
- **W:** Select best direction
  - **ASSIGN:** Begin production of brand development and extension

**WEEK 10: M23**

**CRITIQUE:**
- **M:** Critique / ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics
- **W:** Critique / 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: M30**

**CRITIQUE:** **M:** Critique / ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

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

**WEEK 12: A6**

**CRITIQUE:** **M:** Critique / ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

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

**WEEK 13: A13**

**CRITIQUE:** **M:** Critique / ongoing 3-D revisions to all packages. This includes strategy and concept, color, narrative staging, visual hierarchy, visual richness and box semiotics

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

**WEEK 14: A20**

**CRITIQUE:** **M:** Final brand extension package system

**IN CLASS:** **W:** Demo photography

**ASSIGN:** Photograph the suite of package designs for review on Monday.

**WEEK 15: A27**

**DUE:** **M:** Review photography

**DUE:** **W:** Final packaging system photographed and mounted on black board

**WEEK 16: M6 FINALS**