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.

**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.
ADES 3545
PACKAGE & BRAND DESIGN

the syllabus // packaging & brand extension cont. //

ACCESS

Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your email: eagleconnect.unt.edu

ATTENDANCE POLICY

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'll 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 free tardies. After the first two tardies, every four tardies will equal one unexcused absence. Only two unexcused absences will be accepted. The third unexcused absence will lower your final semester grade by one letter grade. The forth unexcused absence will lower your grade by two letter grades. The fifth unexcused absence will lower your grade by three letter grades and so on. A total of six absences, excused or unexcused, will result in you receiving a failing grade 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 thirty 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.

DISABILITY ACCOMMODATION

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability at unt.edu/oda. You may also contact ODA by phone at (940) 565-4323.

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.untsystem.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. If the university is closed for more than one day, you should check the UNT website at www.unt.edu, the UNT Facebook page and @UNT_EagleAlert for the latest information.
**ADES 3545**

**PACKAGE & BRAND DESIGN**

### the syllabus // packaging & brand extension cont. //

---

**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 done 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.

---

**PLAGIARISM**

Academic Integrity Standards and Consequences. According to unt Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the unt catalog, the term “cheating” includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term “plagiarism” includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism is also 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.

---

**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.

---

**SEXUAL HARASSMENT**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and unt policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.
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 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, 14 and 15 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 spot.unt.edu or email spot@unt.edu.

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 to success.unt.edu.

Students will need to purchase individual licenses for Adobe Creative Suite software to work remotely on personal computers. If you need financial assistance for this purchase, you may apply for emergency funds via the CARE act funding link at UNT. Students are required to have computer access, web browser software, and a hi-speed internet connection for this course. Ethernet (also called hard-wired) connectivity is preferred as it will offer a stable connection compared to WiFi. If a hard-wired connection isn’t possible, WiFi will suffice. Additional requirements include a microphone and camera access for audio and video capabilities. These features come standard on most computers. Canvas (UNT) and DropBox (link to be provided) navigation will be required. Phones and tablets may be used only as supplementary devices, but not for primary video conferences and Zoom screen sharing. Zoom on your primary computer desktop will be the classroom’s designated video conference software. Please be familiar beforehand with various Zoom features available within the Web application. Test your own technical setup before classes begin. Online training within Zoom is available. It is highly recommended that you have access to a high-resolution scanner for some of these assignments. Scanner functionality is generally built-in to most desktop printers. Additional scanning software features can be accessed through Adobe Photoshop. Adobe also offers mobile applications for creating useful digital textures and brushes. You can find these in the mobile app store that is compatible with your mobile phone platform.

Instructor reserves the right to make adjustments/changes/updates to the course syllabus with or without notice.
ZOOM ETIQUETTE

- Arrive five minutes early.
- Run a tech test before class begins.
- Stage your video area—more light is better.
- Dress appropriately for class.
- Turn your video on and engage in class conversations. (Exception: If you don’t have enough bandwidth it’s ok to turn your video off.)
- Sign in with your full name as listed on the class roster. If you don’t provide your full name you won’t be admitted to class. If you’ve changed your name to reflect gender identity, send a private message to alert your professor.
- Try to look into the camera and remember to adjust the camera to eye level.
- Raise your hand to notify your professor you’d like to ask a question.
- Find a quiet space, but also one where you can speak up when called upon.
- Stay muted if you’re not talking.
- The Zoom chat is not private. Don’t type things you don’t want others to see.
- Please don’t eat during class. Breaks will be given periodically.
- Don’t multitask conducting other business or academic activities during class.
- Stay focused and participate.
- Don’t invite other people who aren’t in the class.

If we lose our connection, don’t go away or assume class is over. I’ll reconnect and if we need to pivot to a plan B.
the schedule // packaging & brand extension //

WEEK 1: J 11

INTRO: M: Syllabus / attendance / supplies list
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
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

WEEK 2: J 18

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

WEEK 3: J 25

DUE: M: Client research/brand mapping
DUE: Digital mood boards
ASSIGN: Mock-up research
ASSIGN: Strategy thumbnails (5 - 7 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 2-3 directions, fronts, backs and ¾ views of all)

WEEK 4: F 1

CRITIQUE: M: Best strategy roughs sets of sketches (2-3 sets with multiple drawings: fronts, backs and ¾ views of all)
ASSIGN: Select best strategy roughs, revise = tight pencils
CRITIQUE: W: Tight pencils
ASSIGN: Begin digital design process. Revise designs/assign color
the schedule // packaging & brand extension //

WEEK 5: F 18
CRITIQUE: M: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics

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

WEEK 6: F 15
CRITIQUE: M: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics

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

WEEK 7: F 22
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 8: M 1
CRITIQUE: M: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics

CRITIQUE: W: Final package designs (2-3) Turn in for initial grade evaluation
ASSIGN: Brand development and extension research & sketches

WEEK 9: M 8
DUE: M: Present brand extension research
ASSIGN: Revise brand development and extension research & sketches
ASSIGN: Digital case study

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

WEEK 10: M 15
CRITIQUE: M: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics

CRITIQUE: W: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics
the schedule // packaging & brand extension //

WEEK 11: M 22
CRITIQUE: M: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics
CRITIQUE: Digital case study in progress
CRITIQUE: W: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics

WEEK 12: M 29
CRITIQUE: M: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics
CRITIQUE: Digital case study in progress
CRITIQUE: W: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics

WEEK 13: A 5
CRITIQUE: M: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics
CRITIQUE: Digital case study in progress
CRITIQUE: W: Critique / ongoing revisions to all packages. This includes strategy concept, color, narrative staging, visual hierarchy, visual richness and semiotics

WEEK 14: A 12
CRITIQUE: M: Final brand extension package system
CRITIQUE: Digital case study
ASSIGN: M: Final project board layout and short brief

WEEK 15: A 19
DUE: M: Final brand extension package system & revisions
Digital case study
Final project board layout and short brief
IN CLASS: W: Feedback

WEEK 16: A 26 FINALS
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.”

NAME (PRINT)

SIGNATURE

DATE