

## **ADES 3545**

**PACKAGING DESIGN**

# *the syllabus* // package design and brand extension //

### **COURSE DESCRIPTION**

Students in this course will build on skills learned in previous design courses to conceive and produce multifaceted package designs for existing brands and new core brands.

### **PREREQUISITE(S)**

**ADES 3500, ADES 3510**

### **SUGGESTED BOOKS**

*Packaging the Brand: The Relationship Between Packaging Design and Brand Identity*, by Gavin Ambrose  
*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.
- B. Further hone concepts of target audience identification.
- C. Demonstrate understanding of and skills for graphic design campaign development by correctly assessing the needs and end-goals of a given client.
- 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 understanding of and application of various forms for package construction and pattern making.
- F. Review color theory and color psychology in historical and topical context and application as they relate to packaging and environmental design.
- G. Demonstrate presentation and defense skills at an intermediate level.
- H. Continue to develop and demonstrate good working habits and professional attitudes.

### **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 (1) 5%**  
**ASSIGNMENT 1: PACKAGE REDESIGN 45% (2-3 PACKAGES IN A SERIES)**  
**ASSIGNMENT 2: BRAND EXTENSION 30% (2 PACKAGES)**  
**ASSIGNMENT 3: CASE STUDY 20%**

### **GRADE PERCENTAGES**

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.

### **STUDENT COMPETITIONS**

Having design work accepted into juried student competitions helps build credibility as a young designer. Plan to enter your student work in at least two (2) student competitions per academic year. Work with subject matter instructors to determine the most appropriate shows to enter. Always include winning accomplishments on your resume and feature this recognized work in your portfolio

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### ACCESS

Your access point for business and academic services at UNT occurs at [my.unt.edu](http://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](http://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 fourth 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 stationery 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

UNT 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 a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students 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 ODA website at [disability.unt.edu](http://disability.unt.edu). 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.

### 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 students 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). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials. 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](http://www.unt.edu), the UNT Facebook page and @untEagleAlert for the latest information.

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### 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](http://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.

### 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 “o” 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.”

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### 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](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565-2648.

### 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](http://deanofstudents.unt.edu/conduct)

### STUDENT FEEDBACK

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](mailto: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](http://spot.unt.edu) or email [spot@unt.edu](mailto:spot@unt.edu).

### 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 to [success.unt.edu](http://success.unt.edu).

### TECH

#### REQUIREMENTS

You will need a laptop computer and Adobe Creative Suite software. 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.

### UPDATES & CHANGES

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

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**COVID PROTOCOLS** .....

I strongly request a face covering be worn in class, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone (these are built in to your Mac laptop) to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Vaccinations are critical to the success of our return to typical operations. UNT encourages students, faculty and staff to get vaccinated and a booster shot when eligible. Vaccinations and boosters are available at the Student Health and Wellness Center.

Only those vaccines listed on CDC/WHO sites are approved for the UNT community. Please visit the Health Alerts Website for a list of approved vaccines.



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***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.

“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)**

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**SIGNATURE**

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**DATE**

# *the schedule* // let's follow it... //

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**WEEK 1: J 17**

**M:** **MLK JR DAY, NO CLASS**

**W: ZOOM**

**INTRO:** Syllabus / attendance / supplies list / assign creative groups or teams  
*You will be assigned to creative teams (A/B) 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.

**ASSIGN:** Packaging genres & research

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**WEEK 2: J 24**

**M: ZOOM**

**DUE:** First iteration, 200%-scale prototype of assigned carton

**DISCUSS:** Genre research/make selections

**LECTURE:** Package design /Branding/Emotional content & visual richness

**ASSIGN:** Client research/brand mapping revisions

**ASSIGN:** Digital mood boards

**W: ZOOM**

**DUE:**

**DUE:** Client research/brand mapping

Review digital mood boards

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**WEEK 3: J 31**

**M:**

**DUE:** Final iteration, 200%-scale prototype of assigned carton

**DUE:** Digital mood boards

**ASSIGN:** Strategy thumbnails (10–15 directions to include front panel, shape, typography and images) You will design for a suite of products 2–3 that could include different flavors and or product extensions

**ASSIGN:** Research mock up options

**W:**

**DUE:** Strategy thumbnails

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

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**WEEK 4: F 7**

**M:**

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

**ASSIGN:** Select best strategy roughs, revise = tight pencils

**W:**

**CRITIQUE:** Tight pencils of best strategy

**ASSIGN:** Build boxes/apply to mock ups/revise designs/assign color

# *the schedule* // let's follow it... //

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**WEEK 5: F 14**

**M:**

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

**W:**

**CRITIQUE:** **TEAM B:** Critique / ongoing 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: F 21**

**M:**

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

**W:**

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

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**WEEK 7: F 28**

**M:**

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

**W:**

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

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**WEEK 8: M 7**

**M:**

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

**W:**

**DUE:** Final package designs (2-3)

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

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**WEEK 9: SPRING BREAK MARCH 14-18**  
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**WEEK 10: M 21**

**M:**

**DUE:** Present brand extension research

**ASSIGN:** Revise brand development and extension research & sketches

**W:**

**DUE:** Revise brand development and extension research & sketches

Select best direction

**ASSIGN:** Begin production of brand development and extension



# *the schedule* // let's follow it... //

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**WEEK 11: M 28**

**M:**

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

**W:**

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

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**WEEK 12: A 4**

**M:**

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

**LECTURE:** Digital case studies

**ASSIGN:** Digital case study

**W:**

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

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**WEEK 13: A 11**

**M:**

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

**W:**

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

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**WEEK 14: A 18**

**M:**

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

**W:**

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

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**WEEK 15: A 25**

**M:**

**CRITIQUE:** Final brand extension package system

**W:**

**IN CLASS:** Demo photography (for those who choose to build forms)

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

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**WEEK 16: M 2**

**M:**

**DUE:** Review photography/ final mock ups

**W:**

**DUE:** Final packaging system (mock ups or) photographed and mounted on 18 x 24 inch black boards

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**WEEK 17: M 9** **FINALS**

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# 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 UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues. UNT Help Desk [www.unt.edu/helpdesk/index.htm](http://www.unt.edu/helpdesk/index.htm)

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Walk-In Availability: 8am–9pm

Telephone Availability:

- ❖ Sunday: noon–midnight
- ❖ Monday–Thursday: 8am–midnight
- ❖ Friday: 8am–5pm
- ❖ Saturday: 11am–3m

Laptop Checkout: 8am–7pm

### 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>)
- ❖ unt Libraries (<https://library.unt.edu/>)
- ❖ Writing Lab (<http://writingcenter.unt.edu/>)
- ❖ MathLab (<https://math.unt.edu/mathlab>)