

#### MISSION STATEMENT

Miami International University of Art & Design is a multi-campus, career-oriented institution that provides students with academic preparation and practical skills through programs in the applied arts and design industries. The institution prepares its undergraduate students for entry-level positions and its graduate students for advancement in their chosen fields. The University is dedicated to fostering a culture that encourages creativity, research, and learning-centered endeavors.

## COURSE SYLLABUS

**Course:** GWDA262 VIRT1 / Package Design  
**Session / Year:** FALL  
**Instructor Name:** Bruce Wynne-Jones  
**Email Address:** [bwynne-jones@aia.edu](mailto:bwynne-jones@aia.edu)  
**Telephone:** 469.706.0239 (*Text only and mention your name*)  
**Class Type:** **FLEX: On Campus & Online.** Includes two packaging projects: lectures, weekly assignments, inspiration packaging, branding, critiques/reviews, & discussions.  
**On Campus Class:** Dallas campus, room 323. Mondays 5:00pm – 9:00pm (Central Time)

**Course Description:** Exploration of the design process in package design and the challenges of adapting 2D designs to 3D forms, both simple and complex. Projects will include research, trends, target audiences, creative briefs, concepts, branding, design aesthetics, typography, materials, structure, production methods, and constraints.

This Package Design class will include two different packaging assignments. The first will be given out in week 1 and the second given out in week 7. Both will be outlined in your syllabus, weekly assignments, and weekly live classes.

**Course Length:** 11 weeks  
**Credit Values:** 3 credits

**Estimated Homework:** 8-10 hours per week

**Quarter Credit Hour Definition:** A quarter credit hour is an amount of work presented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, studio work, and other academic work leading to the award of credit hours

## Course Competencies

Upon successful completion of the course, the student should be able to:

### ***Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product***

- Analyze and define creative challenges in branding, design, type hierarchy, and messaging
- Create a design solution that communicates a cohesive concept and brand

### ***Demonstrate craftsmanship (organization, details, neatness, and precision)***

- Select specific design approaches that appeal to a chosen audience

### ***Select and apply appropriate visual elements***

- Generate technically accurate drawings using perspective
- Construct sample packaging for new products
- Investigate the functional and aesthetic properties of successful packaging
- Analyze package display and overall appeal to appropriate audiences

### ***Demonstrate the principles and effective solution and use of typography***

- Utilize typography consciously influences the meaning of content and message

### ***Develop practical skills in design, scheduling, budgeting, leadership, production, and project documentation***

- Determine client marketing objective and target market definition

### ***Determine appropriate, research, concepts, materials, tools, media and skills to solve design problems***

- Explore industrial, consumer and promotional categories of package design
- Investigate governmental regulations dictating type size and placement of information on packages
- Organize project components

### ***Apply professional principles and techniques of electronic file preparation***

- Prepare files for output at service bureaus and printers
- Develop production plans, budgets, and schedules for print projects

### ***Demonstrate construction skills of 3D projects***

- Generate technically accurate drawings using perspective upon which to base construction of 3-D projects
- Construct sample packaging for new products
- Demonstrate functional and aesthetic properties through construction.

### ***Demonstrate typography applications using technology***

- Distinguish between traditional and computer based type.
- Investigate alternative forms to digital type - readymade (found), altered, handmade as well as the design of typefaces
- Apply digital typographic solutions appropriate to the design goal

### **Course Pre/Co-requisites:**

*GWDA122 Layout Design, GWDA111 Traditional Typography, FND106 Image Manipulation*

## Student Learning Outcomes

Upon successful completion of this course, the student should be able to:

### ***Develop, analyze and refine creative concepts from initial idea as thumbnail sketches to final product***

- Develop an awareness of concept building using the visual and written word

### ***Select and apply appropriate visual elements***

- Create conceptual images to enhance the message of graphic applications
- Conceptualize and synthesize feeling and emotion through design

### ***Analyze and apply the critical thinking process to the design challenges of specific problems***

- Apply critical thinking processes to specified assignments
- Investigate different solutions to the problem presented
- Use thumbnails to develop project concept

### ***Initiate creative solutions to graphic design challenges utilizing fundamental design principles***

- Create a design solution that communicates a concept
- Explore non-traditional design options
- Articulate the relationship of content/form and typography

### Required Prerequisite(s)

GWDA203

### Required Text(s)

Links to a variety of websites on packaging design articles, production tips, video tutorials, and different types of packaging examples will be provided in each of the two packaging project assignments.

### Required Technology

Good operating computer (Desktop/Laptop), Wi-fi, school email, Adobe Creative Suite, BrightSpace access

### Grading Scale

All assignments must have clear criteria and objectives. All students shall be treated equitably. It will be every student's right to know his or her grade at any reasonable time he or she requests it. The criteria for determining a student's grade shall be based on a percentage of total points, as follows:

93 – 100%	= A	73 – 76%	= C
90 – 92%	= A-	70 – 72%	= C-
87 – 89%	= B+	65 – 69%	= D+
83 – 86%	= B	60 – 64%	= D
80 – 82%	= B-	0 – 59%	= F
77 – 79%	= C+		

### Student Evaluation

You will have a strong roadmap for success with listed assignment tasks each week, deadlines, and examples provided that explain what is expected from you.

To be successful in the Class, it will require having a passion for design, a good attitude, strong communications, hard work, strong creative work, attendance, on time participation in the discussion areas, and meeting your weekly and final deadlines. *See below for more tips on how to be successful.*

- Classes & Attendance: Student attendance in the classroom or virtual is optional, but highly suggested for all students. However, if students do not attend either, they are **REQUIRED to review the weekly class recordings** as they are the class lectures. The live class recordings will be posted within 15 hours after each class under *Learning Path-GTM Recordings*.
- Posting Work: Post your work on-time and correctly in the discussion areas. Use the correct name and file type requested. Don't post files over 50MGS.
- Discussion Areas: You are required to post 2 comments/feedback per task on your class-mates work. Mention their name in the post along with quality suggestions or critiques. **COMMENTS POSTED 24 HOURS AFTER THE PROJECT DEADLINE or WITH NO STUDENT NAMES LISTED WILL NOT BE COUNTED, AND YOU WILL NOT GET CREDIT (POINTS) FOR YOUR PARTICIPATION FOR THAT WEEKS GRADE(S).**

### Project Grading Criteria

Each week's assignments will be graded and posted. Part each week's grading criteria will include things like how well tasks were followed, quality of work, correct submission requirements, weekly participation in the discussion areas, plus others. A grading criteria chart will be provided on the assignment pages.

### Grading Breakdown

Grade Breakdown: Project grades will be based on the below.

<b>Packaging Project #1</b>	<b>45%</b> (of overall grade)
WK01: Design Brief	15%/100
WK02: DUO Label Dielines & Sketches	15%/100
WK03: DUO Digital Labels & Glass Container	20%/100
WK04: Carrier Dielines & Prototypes	15%/100
WK05: Carrier Sketches & Graphics	15%/100
WK06: Final Package #1 Design Deliverables	20%/100
<b>Packaging Project #2</b>	<b>50%</b> (of overall grade)
WK07: Forced Connection & DUO Sketches	20%/100
WK08: DUO Label Dielines & Graphics	20%/100
WK09: Carrier Dielines, Sketches, and Graphics	20%/100
WK10: Prototypes & 3D Renderings	20%/100
Final PDF Presentation	20%/100
<b>Class Participation</b>	<b>05%</b> (of overall grade)
<i>(See participation breakdown and measurements on page 5)</i>	
<b>Total</b>	<b>100%</b>

### Late Work School Policy Guidelines:

Grades for late work will be reduced (penalized) as noted below.

- **Work submitted after the deadline but before 7 days late** will be graded according to the grading criteria with deductions made to the timeliness criteria. Total deductions will be no more than **15%** minus participation.
  - Instructor will deduct missing participation points (from total points) **PRIOR** to taking off penalty percentage
  - **A 10% penalty will be applied for this class**
- **Submissions more than 7 days after the deadline** will be graded according to the grading criteria with deductions made to the timeliness criteria. Total deductions will be no more than **25%** minus participation.
  - Instructor will deduct missing participation points (from total points) **PRIOR** to taking off penalty percentage
  - **A 20% penalty will be applied for this class**
- **The 2 final project deadlines.**
  - **Project #1:** There is **No roll-over or late work** accepted after the Week 6 Final deadline as the project will be considered closed and the class will have moved on to Project #2.
  - **Project #2:** There is **No roll-over or late work** accepted after the stated final deadline because of the end of the term and final grades will be due.
- **Tasks submitted late may not receive feedback from the instructor**
- This late work policy is active during the course and not after. No late work is to be submitted after the course is over

### **Late Work School Policy Guidelines (Continued):**

- If a student has extenuating circumstances, please contact the instructor to work out an alternate schedule moving forward
- Faculty/instructor has the discretion of what percentage of points they wish to take off for late work turned in during each week.

If the instructor "approves" of late work based on a student(s) circumstances, they will need to provide documentation. Required Documentation: Medical Excuse – Obituary/Program – Legal/Court Documentation – Military/Reserve Duty Assignment Paperwork or Schedule -- All request for a deadline extension must include one of the listed forms of documentation. You cannot pass this class turning work in late. Each week's work on the project builds upon the previous assignment. If you skip one assignment you have a good chance of failing.

Faculty has the option to waive late points based on each student's situation, but this needs to be noted in the grade book. When taking the late point percentage off – the instructor must deduct the participation points from the total points PRIOR to taking off the percentage. The program policy is that all faculty will apply a 25% deduction minus participation for work submitted after the week is over.

### **Portal Issues**

If any school portal goes down the instructor will work with students through different mediums like email, Dropbox, etc. until it is fixed and adjust any deadlines affected.

### **Students with Disabilities**

The Art Institutes provide accommodations to qualified students with disabilities. The Office of Disability Support Services assists all qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institutes.

Students who seek reasonable accommodations should notify the Office of Disability Support Services via email at [aidisabilityservices@aii.edu](mailto:aidisabilityservices@aii.edu) or phone at (888) 719-8607 of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation(s). Classroom accommodations are not retroactive but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with The Office of Disability Support Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Regional Dean of Student Life for your campus. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

### **Course Attendance**

Students taking online classes must log into the classroom to be counted as present. For online classes beginning on a Monday, the full attendance week is defined as beginning on Monday at 12:00 a.m. Mountain Standard Time (MST) to 11:59 p.m. MST the following Sunday. For online classes beginning on Thursday, the full attendance week is defined as beginning on Thursday at 12:00 a.m. MST to 11:59 p.m. MST the following Wednesday.

### **Weekly Class Topics, Assignments, and Deadlines**

Under *Learning Path*, all weekly assignments and deadlines are explained in great detail, and I also go through each week on my Live virtual classes. Please ask if questions.

### Academic Honesty

The University does not tolerate plagiarism, cheating, copying or academic dishonesty in any form. Academic integrity policies apply to both the giver and receiver of information. Students who witness any act of academic dishonesty should report the incident to a faculty member, their Department Chair, or to another member of the University staff or administration immediately. Plagiarism includes taking words, ideas, or artwork from anyone else and presenting it as your own or not citing properly in accordance with APA Style Guide.

### Saving Work

It is the student's responsibility to save his or her work. The student should save and verify multiple copies prior to leaving the classroom. The teacher is in no way responsible for work saved on the hard drives, nor is he or she required to give an extension on work improperly saved. Local and network drives at the University, including all computers in the labs, will be purged regularly and should never be used by students for long-term storage. These drives are available for student use during class and lab sessions, but all data will be deleted on a daily basis. **Students are expected to backup all work. Loss, theft, and computer failure are not acceptable excuses for not saving work.**

### Reminders:

Students wishing to withdraw from a course must do so before week 4. Students wishing to drop a course without penalty must do so the first week of class.

### Time on Task – Application of the Credit Hour Policy

The institution follows a Time on Task model for effective application of the Credit Hours Policy. It requires that the total amount of time spent by a student, including contact hours inside the classroom (instructional time) and student effort outside the classroom completing course assignments, remains the same in all formats, whether the course uses a face to face, online synchronous or asynchronous, flex (concurrent modalities) or hybrid delivery modes. Under this approach, a 3-Quarter Credit Hour class is equivalent to 94 hours of TOT (Time on Task); a 4-Quarter Credit Hour class is equivalent to 125 hours of TOT (Time on Task). The working understanding is that for every hour a student spends in class, the student will be assigned two hours of work outside the class.

### Library

The Libraries on each campus are one of the most important resources available to students while attending the University. The Library supports learning and encourages intellectual curiosity among students and faculty. The Library staff works in cooperation with faculty to help students develop into the ability to find, evaluate, and use information in order to become lifelong learners. To fulfill this mission, the Library develops and maintains a quality collection of books, periodicals, audiovisual materials, and online databases. The Library provides access to remote resources through Internet access and cooperative agreements with other libraries.

### School Holidays

- Veteran's Day – Thursday November 11
- Thanksgiving – Thursday November 25
- Day after Thanksgiving – Friday November 26

### Participation & Rules for Discussion Board Areas

Along with the classroom, participation in the Brightspace discussion areas is a way for us to engage with one another and learn from one another. **To receive credit for "Participation" in the discussion areas you need to respond accordingly:**

- You are required to provide 2 comments per task on your class-mates work.
- **Post your comments No later than 24 hours after the week's assignment deadlines. COMMENTS POSTER AFTER or WITH NO STUDENT NAMES WILL NOT BE COUNTED, AND YOU WILL NOT GET CREDIT (POINTS) FOR YOUR PARTICIPATION FOR THAT WEEKS GRADE(S).**

### Participation & Rules for Discussion Board Areas (Continued)

- Mention the students name along with suggestions or critiques that are constructive to the design. It should be a minimum of 1-2 sentences. Share links, videos, or images to express your thoughts and illustrate your point. Comments like, "*I really like your designs*" is not helpful to other students.
- Be mindful of grammar, spelling, and punctuation.

### OVERALL CLASS PARTICIPATION (5% of Overall Grade)

#### Excellent

**A (93-100)**

**A- (90-92)**

**Outstanding participation.** The student is actively engaged in every facet of the class. He/She comes to every class session ready to engage in informed discussion bases on a thorough and critical reading of their homework assigned material (if applicable), and he/she maintains complete critical reading notes and brings it to every class session. The student makes extraordinary contribution to the class through consistently thoughtful, well focused, and original examples of design process, preparation, research, thinking, design execution and articulation of ideas and progress on projects. The student works collaboratively with his/her classmates and instructor and the student seeks assistance should he/she need it. The student misses no classes.

#### Very Good/Good

**B+ (87-89)**

**B (83-86)**

**B- (80-82)**

**Good participation.** Student is actively engaged in most facets of the class. He/She comes to every class session ready to engage in informed discussion based on a careful reading of the assigned material, and he/she maintains substantial number of critical reading notes and brings it to most class sessions. The student makes a solid contribution to the class through regular relevant and thoughtful comments, questions and examples. The student works collaboratively with his/her classmates and instructor and the student is likely to seek assistance should he/she need it. The student misses the maximum of one class.

#### Satisfactory

**C+ (77-79)**

**C (73-76)**

**C- (70-72)**

**Average participation.** The student is actively engaged in some facet of the class. He/She comes to many class sessions ready to engage in informed discussion based on a general reading of the assigned material, including few critical reading notes and brings it to many class sessions. The student makes a contribution to the class through general, incomplete and/or tangential comments. The student, for the most part, works collaboratively with his/her classmates and instructor and is not likely to seek assistance on his/her own. The student misses one-two class sessions.

#### Below Average

**D (60-69)**

**Poor participation.** The student rarely demonstrated an active engagement in some facets of the class. He/She comes to many class sessions unprepared for informed discussion, and his/her critical reading notes are substantially incomplete and rarely bring it to the class sessions. The student does not collaborate with his/her classmates and instructor and the student is not likely to seek assistance on his/her own or even with direction. The student misses one-two class sessions.

#### Failure

**F (0-59)**

**Unacceptable participation.** The student is not an active member of the class.



## Weekly Sessions (Time on Task)

### Week 1:

Class: Introductions, review syllabus, class guidelines, **kickoff Project #1**; Go through week 1 lecture assignments and have an in-class exercise (4 hours).

Task 1: **Working Design Brief**

- Research & select client for project #1 (1.5 hours).
- Create “Working” Design Brief – Research industry client is in, video tutorials, competition, products, target audience, packaging trends, packaging structures and inspiration. (6 hours).

Task 2: **Final Design Brief**

- Finalize Design Briefs based on instructor & class feedback. Submit final brief (1.5 hours).

### Week 2:

Class: Kickoff WK2 assignments, watch videos, research dielines and review week 1 Design Briefs (4 hours).

Task 1: **Front/Back DUO Label Dielines.**

- Research DUO label dieline templates (.75 hours).
- Measure DUO container label areas - front & back (.25 hours).
- Make DUO label dielines in Adobe Illustrator, adding trim, bleed & live area crop marks (1-hour).
- Print DUO labels in B/W, then cut out and tape to containers for sizing purposes (.75 hours).
- Make a final pdf of dieline template and post in the Discussion area (.25 hours).

Task 2: **DUO label pencil sketches.**

- Develop **17** “Tight pencil sketches” of your front/back DUO Label Designs on digital dieline (2.5 hours). Should include specific label requirements and good hierarchy of communication.
- Number sketches, make a pdf and post in the Task 1 Discussion area (.25 hours).

### Week 3:

Class: Go through week 3 lecture assignments and critique all week 2 student work in class. (4 hours).

Task 1: **Digital Label Graphics.**

- Using Adobe Illustrator, create digital graphics of your best DUO label pencil sketched(s). Includes naming, all branding and label requirements (7 hours).
- Write 1-2 paragraph summary describing your concept. List pertinent design decisions (.5 hour).
- Create and submit a combined pdf (.25 hour)

Task 2: **DUO Physical Container Prototypes & Photos.**

- Print color labels out for final color and application (1.5 hours).
- Cut out and apply front/back labels to both filled clear containers (1.5 hours).
- Photograph front/back of DUO containers against white background (2 hours).
- Create and post a 6-page PDF file of deliverables to the Discussion area (1- hour).

### Week 4:

Class: Go through week 4 lecture assignments and critique all week 3 student work in class (4 hours).

Task 1: **Carrier Dielines.**

- Measure DUO clear containers together to figure out overall carrier box size (1-hour).
- Research provided carrier dielines and make any custom edits to it (1-hour).
- Write 1-2 paragraphs describing your carrier structure (.5 hours).
- Make a final pdf and post in the Discussion area (.25 hours).

Task 2: **Carrier Paper Board Prototypes.**

- Print out B/W carrier dieline full size (1 hour).
- Put together a test paper mock-up of folded carrier box (2 hours).
- Photograph all sides of carrier with/without 2 bottles inside. Shoot against white background (2 hours).
- Write a summary describing your carrier Prototype (.5 hours).
- Make a final pdf of the required deliverables and post in the Discussion area (.5 hours).



**Week 5:**

Class: Go through week 5 lecture assignments and critique all week 4 student work in class (4 hours).

Task 1: **Carrier Sketches.**

- Create 3 tight carrier pencil sketch designs on the carrier dieline. Keeping the DUO label branding in mind (2 hours).
- Number sketches and make a final pdf and post in the Task 1 Discussion area (.25 hours).

Task 2: **Carrier Digital Graphics.**

- Create final carrier digital graphics of best sketch (on dieline) that includes branding. (8 hours).
- Make a final pdf of the carrier digital graphics (on dieline). Post in the Discussion area (.25 hours).

**Week 6:**

Class: Go through week 6 lecture assignments and critique all week 5 student work in class (4 hours).

Task 1: **Complete & Submit Project #1 Final Deliverables**

- Finalize all DUO & Carrier box changes, remake prototypes, photograph final pieces (8 hours).
- Make a final pdf of the required deliverables and post in the Task 2 Discussion area (.75 hours).

**Week 7:**

Class: **Kickoff Project #2 (Forced Connections);** Go through week 7 lecture assignments (4 hours).

Task 1: **Forced Connection Research.**

- Research & select 2 forced connection companies/subjects to develop packaging for (1 hour).
- Post final forced connection selections and list why in the discussion area (.5 hour).

Task 2: **Forced Connection Sketches**

- Design 30 forced connection main visual thumbnail sketches (4 hours).
- Number sketches, scan, make a pdf and post in the Discussion area (.5 hours).

**Week 8:**

Class: Go through week 8 lecture assignments and critique all week 7 student work in class (4 hours).

Task 1: **Product & Flavor Names & Digital DUO Dielines**

- Name your new product brand and two new flavors for the forced connection (2 hours).
- Research & create a digital dieline of your DUO containers from the provided links (2 hours).

Task 2: **DUO Digital Graphics on Dieline**

- Create your DUO digital graphics from your approved pencil sketches (8 hours).
- Make a final pdf of the graphics on dieline, and then post in the Discussion area (.5 hours).

**Week 9:**

Class: Go through week 9 lecture assignments and critique all week 8 student work in class (4 hours).

Task 1: **Digital Rendering Prototypes (Working)**

- Update digital graphic on dieline based on provided feedback.
- Check for correct branding, hierarchy of communication and spelling/grammar/punctuation (2-hours).
- Apply updated graphics on dieline and create a 3D rendering prototype of DUO containers (2-hours).
- Write a summary & create a pdf of it and rendering prototypes. Post in Discussion area (.5 hours).

**Week 10:**

Class: Go through week 10 lecture assignments and critique all week 9 student work in class (4 hours).

Task 1: **Final Project #2 Deliverables & Deadline**

- Finalize digital graphic changes (1 hours).
- Finalize DUO rendering prototypes (2 hours).
- Create a final 4–5-page pdf presentation of your final deliverables (2-hours).
- Collect and zip individual jpgs of 3D packaging rendering prototypes (1-hour).

**Week 11:**

Class: • **No class in last week of term.**

- Upload final pdf presentation by deadline (.25 hour)
- Upload final zipped folder of individual jpgs of 3D rendering prototypes (.25 hour)