
Course Title	DES 133 Graphic Design 3
Course Number	3340.01 (W) 9-2pm 3341.02 (Th) 9-2pm
Location	BE 5140 / BE 5142
Curriculum	Seattle Central Creative Academy, Graphic Design
Prerequisites	Successful completion of the program through the preceding quarter
Credits	3.5
Lab Hours	22
Lecture hours	33
Length of course	10 weeks
Instructor	Katie Ozamiz Email: katie.o.kurz@gmail.com

Course Description

This course covers the design of packaging: three-dimensionality, marketing insights, and innovations in technology. We look at consumption and how packaging communicates to consumers. Projects may include: bottle labels, die line package(s) and a line of products.

Course Outcomes

Upon completion of this course, students will be able to:

- Create a design in three dimensions for print
- Create ecommerce packaging
- Create a packaged product line.
- Follow and implement the design process through research, ideation, concept development and storytelling

Recommended website: thedieline.com

Methods of Instruction

Lectures, dialogue, critiques, exercises, assigned reading/watching materials, self-evaluation, and demos by the instructor.

Grades

Students will be graded on the successful completion of assignments at all stages. Deadlines, being of such importance in the working world, will be strictly observed. The beginning of the class period will be the deadline unless otherwise explicitly stated. Students who miss deadlines will lose one full grade point for that assignment, up to one week after the original due date. Students may redo one assignment during the course in order to achieve a higher grade. The value of comprehensive layouts will be greatest among the course assignments, and receive most weight in grading.

Methods of Presentation

Concepts will be presented and explained during lecture times.
Students will search out and explain examples of new concepts.
Small groups of students will be asked to discuss course concepts.
Students will give a personal presentation and explanation of their project assignment solution.
Outside reading will provide additional explanation and definitions of new vocabulary.

Methods of Evaluation

Small group critiques and weekly deliverables allow students to take responsibility for progress throughout the quarter. Self-monitoring requires students to consult the instructor regarding any difficulty in understanding material or keeping up with the pace of instruction. Class participation demonstrates professional work habits and will be evaluated as if class is an on-the-job situation. This includes working cooperatively to effectively maximize use of laboratory time and sharing equipment, as well as collaboration, seeking clarification, and meeting deadlines. Instructor evaluation measures progress based on exercises, assignments, project assignments, and class participation.

The quality of each project will be determined using the following criteria:

- Process: Quality of thinking/design process used to arrive at final solution
- Concept: Creativity and effectiveness of the solution
- Aesthetics: Visual impact and beauty
- Presentation: Craftsmanship and care in final deliverable

Grades will be assigned according to the following criteria:

Project 1	30%
Project 2	30%
Participation/ In-Class Exercises	40%

Late work is accepted only by permission and prior arrangement with the instructor. As a general rule, late work within a week of the original due date will result in a penalty of one letter grade. Work more than one week late is not accepted.

Attendance: Three late arrivals equal ½ grade drop. I will take a screen shot of my Zoom participants at 9:05. After that, you are considered late.

Seattle Central utilizes a 4.0-based grading system.
See below for translation of letter grades:

A	4.0-3.9	C	2.1-1.9
A-	3.8-3.5	C-	1.8-1.5
B+	3.4-3.2	D+	1.4-1.2
B	3.1-2.9	D	1.1-1.0
B-	2.8-2.5	F	1.0-0.0
C+	2.4-2.2		

ADA conformation

Students with documented disabilities requesting class accommodations, requiring special arrangements in case of building evacuation, or have emergency medical information the instructor should know about are asked to contact the disability support services office (DSS) in Rm. 1112. Once the disability is verified with DSS you will be given a letter of accommodation that should be handed to the instructor.

This syllabus is subject to change at any time, at the instructor's discretion.

Topical outline

Week 1

Intro: Who am I, Class expectations, etc.

Lecture: Basics of Packaging- Packaging history, Packaging industry today. Brand Segmentation: Product lines, Sub-brands, Flavors, Offerings – and how to represent them on pack.

Exercise: 120 min: Hierarchy and Segmentation “Puzzles” and Discussion

Intro: Project 1: RTD Coffee

Work: Choose Coffee Company and work on homework

No Homework

- **Research:** Research the brand and the RTD coffee space. Create a brand 1-pager **(1hr)**
- **Ideate:** Create 3 distinctly different moodboards for your brand's RTD line **(3hrs)**
- **Prepare:** 4 pages for crit: Brand 1-pager and 3 moodboards. Be prepared to share and make a recommendation for direction (pick a moodboard and defend it) **(1hr)**

Week 2

Lecture: Deep dive on dielines and bottle design

Exercise: 120 min: Bottle Dieline & Base Rendering Creation

Small Group Crit: Present Mood boards and brand 1-pagers to instructor and group. Discuss thinking on brand and make a recommendation. 15 min/each group

Work: Identify packaging structure(s) and begin to develop dielines and base renderings

Homework:

- **Define:** Choose 1-2 structures to work on. Create front and back dielines and base renderings **(1 hrs)**
- **Ideate:** 4 distinctly different graphic concepts. Start with hand sketches, move to ideate on structure rendering **(3 hrs)**
- **Prepare:** 1-2 pages of sketches, 1 page with lineup of 4 graphic concepts **(1 hr)**

Week 3

Lecture: Required copy, copyright, trademark, certifications...and when it matters.

Exercise: 120 min: Packaging “scavenger hunt” and Discussion

Small Group Crit: Present concepts to instructor and group. Make a recommendation and discuss with group. 15 min/each group

Work: Refine design. Build some sort of rough mockup in physical space. Photo submitted by EOD.

Homework:

- **Complete Final Deliverable:** Brand one-pager, Moodboard, and Renderings of bottle/can with graphics. Front and back. **(5 hrs)**

Week 4

Turn in Project 1 Final: Projects must be submitted by 9:00 AM

Lecture: Manufacturing Processes: Transform, Print, Fill, Ship

Exercise: 10-1pm: Box Build

Intro: Project 2: Ecommerce Subscription Packaging

Homework

- **Feedback:** Give feedback to other student projects **(1hr)**
- **Research:** Choose product, research category both structure and graphics **(1 hr)**

Week 5

Turn in Project 1 Final: Projects must be submitted by 9:00 AM

Lecture: OOBE: Design process and considerations for designing a delightful unboxing experience

Exercise: Unboxing video evaluation (groups of 3-4)

Intro: Project 2: Ecommerce Subscription Packaging

Work: Name your brand. Hand sketch ideas for your project OOBE (submit pics)

Homework

- **Ideate:** Create 2 distinctly different moodboards for your brand's structure and graphic direction **(2hrs)**
- **Ideate:** 2 logo concepts **(2 hr)**
- **Prepare:** 2 pages for crit: 2 moodboards, 2 logo options. Be prepared to share and make a recommendation for **(1hr)**

Week 6

Lecture: Meaningful Packaging Design: Sustainability, Accessibility, Responsibility

Exercise: Design for Accessibility – for the blind, colorblind, limited mobility

Small Group Crit: Present and discuss moodboards and logos

Work: Decide on structural design. Begin to create dielines

Homework

- **Ideate:** Sketch 10 concepts for graphic application schematics. Down-select to 3. **(2 hr)**
- **Develop:** Complete set of dielines: Outer box, internal components, refill box **(2 hr)**
- **Prepare:** 2 pages for crit: graphic schematics and dielines **(1 hr)**

Week 7

Lecture: Semiotics and Consumer Research

Exercise: Breakfast for Dinner

Small Group Crit: Present schematics and dielines for discussion

Work: Work on graphic concepts

Homework

- **Develop:** Create complete graphic concepts **(4 hr)**
- **Prepare:** 1 page per concept **(1 hr)**

Week 8

Small Group Crit: Present and discuss 2 concepts. Choose direction.

Work: Work on final renderings

Homework:

- **Refine:** Final Presentation

Week 9

Turn in Project 2 Final: Projects must be submitted by 9:00 AM

Present: Each student presents 5 mins plus time for feedback.