

AVT 417-001 Package Design

SYLLABUS: Fall Semester 2017

Room 1022

Instructor James B. Hicks III
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Course Description An in depth study of the elements and principles of package design. Emphasis is on aesthetic and technical development, compositional organization, mechanics and the effectiveness of the overall presentation.

Included is the study of how products are effectively packaged in unique and aesthetically pleasing containers. Preparation of digital files for professional printing and third party production will be reviewed. Consideration to the application of typography, graphics and color will also be addressed.

Objectives

- Recognize and use the language and mechanics of package design
- Use of type, illustration and design elements on three-dimensional containers
- Recognize and describe the principles and rules of package design
- Apply the principles to their own work
- Create various three-dimensional packages
- Create several labels for bottled and canned containers

Content Through lecture, studio, computer lab time, research, and field observation, students will develop a series of package design projects and assignments developed from rough schematic level to final presentation, using hand rendering, collage, and electronic-based media (Illustrator, Photoshop and Indesign / QuarkXPress).

Texts & Materials Optional: *Packaging Design-Successful Product Branding from Concept to Shelf*, by Marianne Klimchuk and Sandra A. Krasovec

- A sketchbook (min. size 8" x 10"); A design notebook
- Matt Board or Paper Board
- Project-dependent material that will vary per concept
- Super-Black mounting boards, spray mount, tracing paper, mounting tape, Xacto™ knives & blades (#11), self healing cutting mat (all for home use)
- USB flash memory, blank CD-R disks
- Digital Camera optional

Attendance Due to the dynamics of the course your presence and contributions are required. You are expected to be on time and be prepared. If absent from class, you are still responsible for information reviewed in class. Please "buddy up" with a classmate for this information. You must notify the instructor via email with a proper explanation within 12 hours of the class to be excused. Two unexcused absences during the semester will drop you a full letter grade. Excessive tardiness also will effect your final grade. (3 unexcused late arrivals equals 1 unexcused absence).

Evaluation All final projects will be graded by the following criteria: 1) concept development, 2) execution and 3) presentation. Concepts—developed through schematic thumbnail sketches and computer roughs—have the same weight as the finished project. You must show the design process for all projects.

Project Grades All project grades will be based on creativity, overall visual impact, technical aspects and craftsmanship.

Grade Calculation

6 Projects	70%
Assignments	15%
Final Exam	15%

Additional Projects are due on the due date at the start of class. Any project not turned-in at the start of class is dropped one-half (1/2) letter grade. Projects will not be accepted after the due date. Revised projects (re-do's) will not be accepted.

A non-returnable digital portfolio of all final projects must be turned-in on a CD or Thumb Drive at the final exam. Creative presentation of the Digital Portfolio (i.e., packaging, case, labeling, layout and design) will be considered as part of the grade.

Additional assignments may be announced in class.

University and School of Art Policies

This course fulfills a Mason Core requirement for Synthesis. The purpose of the synthesis course is to provide students with the opportunity to synthesize the knowledge, skills and values gained from the Mason Core curriculum. Synthesis courses strive to expand students' ability to master new content, think critically, and develop life-long learning skills across the disciplines. While it is not feasible to design courses that cover "all" areas of general education, synthesis courses should function as a careful alignment of disciplinary goals with a range of Mason Core learning outcomes.

A general education synthesis course must address outcomes 1 and 2, and at least one outcome under 3. Upon completing a synthesis course, students will be able to:

1. Communicate effectively in both oral and written forms, applying appropriate rhetorical standards (e.g., audience adaptation, language, argument, organization, evidence, etc.)
2. Using perspectives from two or more disciplines, connect issues in a given field to wider intellectual, community or societal concerns
3. Apply critical thinking skills to:
 1. Evaluate the quality, credibility and limitations of an argument or a solution using appropriate evidence or resources, OR,
 2. Judge the quality or value of an idea, work, or principle based on appropriate analytics and standards

Students with Disabilities and Learning Differences: If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide your instructor with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

Cell Phones: School of Art Policies in accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity: This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

Statement on Ethics in Teaching and Practicing Art and Design: As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Open Studio Hours: SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

Important University Dates:

Consortium Registration Deadline	TBD
First day of classes ; last day to submit Domicile Reclassification Application; Payment Due Date	August 28
Labor Day, university closed	September 4
Last day to add classes —all individualized section forms due Last day to drop with no tuition penalty	September 5
Last day to drop with a 33% tuition penalty	September 19
Final Drop Deadline (67% tuition penalty)	September 29
Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web	September 25 – October 20
Selective Withdrawal Period (undergraduate students only)	October 2 – October 27
Columbus Day recess (Monday classes/labs meet Tuesday, Tuesday classes do not meet this week)	October 9
Incomplete work from spring/summer 2017 due to instructor	October 27
Incomplete grade changes from spring/summer 2017 due to Registrar	November 3
Thanksgiving recess	November 22 – 26
Last day of classes	December 9
Reading Days Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.	December 11 – 12
Exam Period	Wed December 13 – Wed December 20
Degree Conferral Date The Winter Graduation Ceremony will be held on Thu December 21.	Sat December 23

ArtsBus - Dates for Fall 2017:

September 23 | October 21 | November 18

ArtsBus Credit and Policies: You are responsible for knowing and following Artsbus policies and rules. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for important information regarding ArtsBus policy. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment. * If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300* Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

Visual Voices Lecture Series: Fall 2017 Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater:

<http://soa.gmu.edu/visualvoices/>

August 31—Simon Schwartz, Sept 14—Andy Birnbaum, Oct 5—Patricia Bello-Gillen, Oct 19—Sadie Barnette, Nov 11—Walter Kravitz

Official Communications via GMU E-Mail: Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Attendance Policies: Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Honor Code: Students in this class are bound by the Honor Code, and are responsible knowing the rules, as stated on the George Mason University website's Academic Integrity page (<http://oai.gmu.edu/the-masonhonor-code-2/>).

“To promote a stronger sense of mutual responsibility, trust, and fairness among all members of the Mason community, and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work. Mason's Commitment: To create an environment that is innovative, diverse, entrepreneurial, and accessible-helping you avoid accidental or intentional violations of the Honor Code.”

Writing Center: Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis. The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.