



AA225

Packaging &

3D Design

AA225
CRN 33916
Packaging & 3D Design

Office: SSH116B
541.917.4542

lewis.franklin@linnbenton.edu

Syllabus

Instructor: Lewis Franklin

Illustration I

Lecture / Lab # : RM.SSH-116 / SSH-120 Monday & Wednesday 4:00 - 5:20

Course Description:

Introduction to design, display and merchandising of 3-dimensional marketing solutions. Stresses suitability of concept, design and color as applied to various products. Materials and methods of printing, cutting, folding and assembly are explored for tactile and visual effect. Environmental issues and safety in the workplace are discussed.

Good client/designer relationships are stressed.

Outcomes:

Explain the cultural and emotional influences on package design.

Work within industrial limitations and requirements.

Design packaging materials with proper consideration of message, audience, retail, and end-use requirements.

Credits:

3 credits, 3 hours of class per week.

Prerequisites:

AA 224 Typographical Design I

ART 120 Foundations in Digital Imaging

Required Text:

None

Required Supplies:

8 GB "Memory stick" \$30-\$50, The larger the drive, the happier you will be.

Rubber cement \$2.99

Cork-back ruler stainless steel \$ 3.59

Xacto knife \$5.49

Notebook (1.25") with clear pocket on front back and spine (Vue-thru) \$3.79

Notebook paper \$2.79

Dividers for 3-ring notebook \$2.00

Plastic sleeves \$7.25 per 50

Folding / Scoring bone \$7.50

10 Sheets of heavy paper for box making

4+ sheets drawing paper

Other materials may be required...



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Syllabus Cont...



Method of Evaluation:

The method of evaluation will be based upon completion of all assigned projects, Pinterest posts, a midterm, a final, and a process notebook.



Cheating and Plagiarism:

Please refer to the LBCC Student Code of Conduct.

Grading:

A: 90-100%

B: 80-89%

C: 70-79% (C is considered the lowest passing grade in the Vis Comm Program.)

D: 60-69%

F: 50% and below



Late work will be accepted **BUT CAN NOT BE REWORKED.**

Your notebook will include all handouts in the order received.

Policy:

I welcome open class discussion, and will be the first to admit I do not know everything. We will progress so as not to lose anyone with this being a first class. My office hours are posted next to my door.



My office is in room SSH116B

Accessibility:

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

I will provide my lecture notes to the class, in an effort to help you learn.

Needs:

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support (resources@linnbenton.edu , or visit us on the web www.linnbenton.edu/RRC under Student Support for Current Students). Our office can help students get connected to resources to help.

Last day to withdraw from class January 13th by noon

Last day to turn-in reworks is Close of Business (COB) Friday, March 13th

Last day to turn-in late work is Close of Business (COB) Monday, March 9th

Holidays for Winter term: 20 January MLK Jr, 17 February Presidents Day

Last normal day of class is March 11th

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Calendar



Wk	Date	Lesson	
1	06JAN	Introduction, syllabus review	Crafting a Box Template Pg 69
	08JAN	Small candy box	
2	13JAN	Small candy box	Paper, Board & Structural Design
	15JAN	Small candy box	
3	20JAN	Holiday MLK	
	21JAN	Small candy box	Plastics
4	27JAN	Small candy box	
	29JAN	Packaging Redesign	Small candy box due Flexible Packaging
5	03FEB	Lewis Out	
	05FEB	Packaging Redesign	
6	10FEB	Mid-term	
	12FEB	Packaging Redesign	Glass
7	17FEB	Holiday	
	19FEB	Packaging Redesign	
8	24FEB	Packaging Redesign	Cans, Tubes & Aerosols
	26FEB	Packaging Design	Packaging Redesign due
9	02MAR	Packaging Design	
	04MAR	Packaging Design	Environmental Packaging
10	09MAR	Packaging Design	
	13MAR	Packaging Design	
11	16MAR	Finals Week	Packaging Design due
		Final, Monday March 17th @ 4:30	

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