

Syllabus

Instructor: Lewis Franklin

Packaging & 3 Dimensional design

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:

ART 120 or ART 121

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

Notebook paper \$2.79

Folding / Scoring bone \$7.50

10 Sheets of heavy paper for box making

4+ sheets drawing paper

We will attempt to provide as many materials as we can, but we cannot guarantee that you will not have to buy your own to accomplish your projects.

Other materials may be required...

Last day to turn-in **reworks** is Close of Business (COB) March 17th (Friday)

Last day to turn-in **late** work is Close of Business (COB) March 15th (Wednesday)

Holidays for Fall term: Monday January 16th and February 20th



AA225
CRN 33916
Packaging & 3D Design

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541.917.4542

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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 participation.

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.

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Calendar



Wk	Date	Lesson	
1	09JAN	Introduction, syllabus review Project 1, Save the egg	Save the egg...
		Small candy box	Project 2 Small candy box
2	16JAN	Holiday MLK Paper, Board & Structural Design	Campus Closed Project 1 due
3	23JAN	Working with comping materials Plastics, Small candy box	
4	30JAN	Board Game (Group Project) Flexible Packaging	Project 3 Board Game
5	06FEB	Board Game (Group Project) Glass	Final turn in of Candy Box
6	13FEB	Board Game (Group Project) Mid-term (online)	Project 4
7	20FEB	Presidents' Day Packaging Redesign, or...	Campus Closed
8	27FEB	Last review of board game Project 3 Cans, Tubes & Aerosols	Project 3 Board game due Bottle label Project
9	06MAR	Labels and laws Environmental Packaging	
10	13MAR	Work week	
11	20MAR	Finals Week	Project 4 due

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Final, Monday March 20th @ 4:30

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