

INTRO TO PACKAGING ART 4374

PROFESSOR

Joshua Wilson

OFFICE

FA 284A

OFFICE HOURS

TuTh 4-5PM

EMAIL

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PHONE

682-207-3966

LOCATION

FA 368B

TIME

MoWe 11-1:50 PM

PROFILE

<https://www.uta.edu/-/profiles/joshua-wilson>

COURSE CONTENT

An introduction to packaging structure design, materials, performance, testing and sustainability. The curriculum integrates with the new Corrugated Prototype Design and CAD Production Lab (CORPRO) at UTA. Students use 3D structural design software, a variety of materials and a computer-aided design table to produce significant packaging solutions. May be repeated for up to six hours credit. Prerequisite: ART 3354 or permission of the instructor.

INSTRUCTIONAL METHODS

During this course, students will experience lectures, demonstrations, and group centered exercises. Students will be required to watch video tutorials, preform research, and work on projects outside of class time. After the completion of an assignment, students must be able to present their work in order to receive feedback. Grading may take up to two weeks after the project's due date. Please feel free to contact me via email, phone, or appointment.

LEARNING OUTCOMES

+Understand the potential of package design and how it can develop new ways of communicating, thinking, and problem solving.

+Develop skills that enhance the processing of information from the initial concept/sketch to the completed project.

+Expand students' experience in working with 3-dimensional media.

+Promote corrugated career opportunities for packaging, graphic design, marketing & sales, business, retail, finance & accounting, supply chain, industrial design, environmental science, engineering, tech and related graduates.

+To understand packaging production, design, performance, and testing.

+Examine recyclable and sustainable packaging options and how they relate to design, performance and cost-effectiveness.

+Gain experience working with state-of-the-art technology and equipment to develop highly conceptual packaging designs.

+Explore the relationship between separate elements within a branded package.

USEFUL WEBSITES

icpfbox.org
packmage.com
istockpack.com
thedieline.com
underconsideration.com

RECOMMENDED BOOKS

The Packaging and Design Templates Sourcebook (Luke Herriott)

The Packaging and Design Templates Sourcebook 2 (Luke Herriott)

1,000 Package Designs: A Comprehensive Guide to Packing It In (Grip: Chicago)

Really Good Packaging Explained (Wallace, Edwards, Klimchuk, Werner)

Packaging Essentials: 100 Design Principles for Creating Packages (Candace Ellicott)

REQUIRED TEXTBOOK

None

PUBLICATIONS

Communication Arts
Print
CMYK
HOW
Dwell

MATERIALS

Sketchbook
1" or 2" binders (for organizing research)
Super 77 - Spray Adhesive
3M Two Sided Tape (on a roll)
*Additional supplies will be needed to complete each project

COURSE OUTLINE

Students in this course will split their time between assigned projects, personal experimentation and project presentation for critique. In addition, one-day problems/experiences may be assigned that are not currently listed. Assigned Activities: [1] Beverage Label Redesign [2] 2-Person Structure Design [3] AICC Packaging Competition Project. Additional reading assignments, competitions, projects may be added to the course as the semester progresses.

EXPECTATIONS FOR OUT-OF-CLASS STUDY

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for critiques, etc.

LATE WORK

Late work will not be accepted, except with documented medical/family emergency. Work must be turned in before the last hour of class. Any work turned in after the time and date specified will receive an automatic "0". No exceptions.

ATTENDANCE

At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. Each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, I will take attendance and students will be allowed three unexcused absences. For each additional absence, the student will drop one letter grade for the semester. However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

"As the instructor for this course, I reserve the right to adjust this syllabus in any way that serves the educational needs of the students enrolled in this course."

IMPORTANT DATES

JAN 16:
First Day of Class

JAN 19
Late Registration

MAR 12-17
Spring Break

MAR 30
Last Day to Drop

MAY 4
Last Day of Class

JANUARY

17) Course Introduction / INTRODUCE PROJECT 1
22) Work In Class / 25 Label Sketches Due
24) Work In Class
29) Work In Class
31) Work In Class

FEBRAURY

5) PROJECT 1 DUE / INTRODUCE PROJECT 2
7) Design Thinking Workshop / Work In Class
12) Product Name Due / Work In Class
14) 50 Package Sketches Due / Work In Class
19) Work In Class
21) Work In Class
26) Work In Class
28) Work In Class

MARCH

5) Work In Class
7) Work In Class
19) Work In Class
21) PROJECT 2 DUE / INTRODUCE PROJECT 3
26) Work In Class
28) Work In Class

APRIL

2) Work In Class
4) Work In Class
9) Work In Class
11) Work In Class
16) Work In Class
18) Work In Class
23) Work In Class
25) Work In Class
30) Work In Class

MAY

3) PROJECT 3 DUE

"All dates and assignments are subject to change."

GRADE SHEET

Project:

Student:

Grade:

1. Completion of problem as outlined in project sheet.

____/30

2. Creative or unique problem solving.

____/10

3. Utilization of design and compositional strategies.

____/10

4. Implementation of technical skills.

____/10

5. Daily preparation and time management.

____/10

6. Amount of research performed.

____/10

7. Experimentation or exploration of artistic design and problem solving strategies.

____/10

8. Overall improvement in capabilities.

____/10

Total

____/100

DROP POLICY

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

DISABILITY ACCOMMODATIONS

UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)

www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

NON-DISCRIMINATION POLICY

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.

TITLE IX POLICY

The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.

ACADEMIC INTEGRITY

Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

"I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence. I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code."

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University. Additional information is available at <https://www.uta.edu/conduct/>.

ELECTRONIC COMMUNICATION

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

CAMPUS CARRY

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

STUDENT FEEDBACK SURVEY

At the end of each term, students enrolled in face-to-face and online classes categorized as "lecture," "seminar," or "laboratory" are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback via the SFS database is aggregated with that of other students enrolled in the course. Students' anonymity will be protected to the extent that the law allows. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

FINAL REVIEW WEEK

For semester-long courses, a period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

EMERGENCY EXIT PROCEDURES

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. After exiting the room, turn left and go down the stairway on the right corner. After reaching the first floor, the exit is straight ahead. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

STUDENT SUPPORT SERVICES

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.