

Special Studies: Advanced Packaging

**ART 4392-004
SPRING 2018**

INSTRUCTOR
Ben Dolezal

OFFICE
FAB 287

OFFICE HOURS
Tues | 2pm-3pm
Thurs | 2pm-3pm

EMAIL
dolezal@uta.edu

FACULTY PROFILE
[https://www.uta.edu/profiles/
benjamin-dolezal](https://www.uta.edu/profiles/benjamin-dolezal)

TIME/PLACE
M/W 11am-2pm
FAB 358

PREREQUISITE
Department Consent Required

DESCRIPTION OF COURSE CONTENT

Concentrated study in packaging design, structure, materials, performance, testing and sustainability. The curriculum integrates with the Corrugated Prototype Design and CAD Production Lab (CORRPRO) 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 4374 or permission of the instructor.

DESCRIPTION OF INSTRUCTIONAL METHODS

The structure of the class includes lectures, demonstrations, and in/outside class studio activities. Projects will be assigned and will be due on scheduled dates. Each project will include an introduction to the specifics of what is expected and what concepts we are covering. At the completion of assigned projects a critique/class review will take place. Grades will be presented after each project and at the conclusion of the semester (grades are usually complete within two weeks of each project completion, if you happen to be gone on the day that I hand back grades make sure that you request your project evaluation sheet). Please review the grading criteria and course requirements information.

During the semester if you have any questions please contact me by e-mail, during class or office hours, or by appointment.

STUDENT 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] Soda/Beer Can Design [2] Subscription Box [3] WILD Pony Collaboration [4] POP Display. 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.

COURSE ATTENDANCE

Students who will be absent from class for the observance of a religious holiday or illness will be required to make up assignments missed. Because of all the material covered in class each session the lecture cannot be repeated for students who miss or show up tardy for class. It is imperative that students arrive on time and remain in class the entire time. As a result, I have elected to take attendance in my classroom and it will affect your overall grade in the course. Roll is taken during the first 15 minutes of class. Anyone who arrives after the roll is taken but before 15 minutes has passed will be considered tardy. Anyone who arrives more than 15 minutes late will be considered absent. The roll is a daily record of your attendance and has a major impact on your grade. Consistent tardies are disruptive/disrespectful to your classmates. 3 tardies will equal one absence. After 3 absences (unexcused) the final class grade will drop one letter grade and will continue to drop for each successive absence.

UNIVERSITY CALENDAR

JAN 16
First Day of Class

JAN 16-19
Late Registration

FEB 22
ICPF Packaging Teleconference

MAR 12-16
Spring Vacation

MAR 22
Advisathon

MAR 30
Last Day to Drop Classes

APRIL 2
Registration for Fall Term Begins

MAY 4
Last Day of Classes

MAY 7-11
Final Exams

MAY 12
Commencement Ceremonies

COURSE CALENDAR

Week 1 Course Introduction / INTRODUCE PROJECT 1
Work In Class

Week 2 Work In Class
PROJECT 1 DUE / INTRODUCE PROJECT 2

Week 3 Work In Class / ArtiosCAD Software Review
Work In Class / ArtiosCAD Software Review

Week 4 Work In Class
Work In Class

Week 5 Work In Class
Work In Class

Week 6 **PROJECT 2 DUE / INTRODUCE PROJECT 3**
ICPF Teleconference - NO CLASS

Week 7 Work In Class
Work In Class

Week 8 Work In Class
Work In Class

Week 9 **SPRING BREAK - NO CLASS**
SPRING BREAK - NO CLASS

Week 10 Work In Class
ADVISATHON - NO CLASS

Week 11 Work In Class
PROJECT 3 DUE / INTRODUCE PROJECT 4

Week 12 Work In Class
Work In Class

Week 13 Work In Class
Work In Class

Week 14 Work In Class
Work In Class

Week 15 Work In Class
Work In Class

Week 16 Work In Class
PROJECT 4 DUE

*** All Dates and Assignments Are Subject To Change

GRADING POLICY

A
90-100
EXCELLENT
B
80-89
GOOD
C
70-79
AVERAGE
D
60-69
WEAK
F
0-59
UNACCEPTABLE

VISUAL ASSESSMENT**1. Completion of problem as outlined in Instructor handout and presentation**

- [A] The student has completed the assignment and has accomplished all aspects of the problem at a high level. The student is encouraged to expand the solution(s) of assignment after satisfying the initial brief.
- [B] The problem has been completed and the student has presented solutions that satisfy a high percentage of the assigned problem.
- [C] The project has been completed but the student may have missed a number of details related to the successful completion of the project.
- [D] Numerous aspects of the completed project do not satisfy the objectives of the assigned problem.
- [F] A major disregard for assigned project.

2. Innovative Idea Development

- [A] Completed project reflects a high level of thinking and solution development. The idea captures the nature of problem assigned and powerfully communicates it visually. Memorable ideas...
- [B] Effective solution to assigned problem. Ideas are engaging.
- [C] The idea solves the assigned problem. May need development to be more effective.
- [D] Attempts have been made to develop effective solutions but the ideas fall short to be engaging.
- [F] Significant problems in development of ideas for the project have occurred. Please see the instructor.

3. Understands and uses design/compositional strategies

- [A] Highly refined use of design theory and compositional strategies.
- [B] Good use of design and compositional concepts.
- [C] Acceptable use of design and compositional concepts.
- [D] A number of problems in the design and composition of completed project.
- [F] Numerous problems in the use of design and compositional strategies.

TECHNICAL ASSESSMENT**4. Implements technical skills**

- [A] Finished project is completed and presented with a high degree of technical skill. It is very neat, clean, and has a professional quality.
- [B] Good quality in technique. Has a level of applied technical skill that will not affect the finished project in a negative manner.
- [C] Average technical quality. Refinement would be required to advance the presentation level of the completed project.
- [D] Numerous technical issues need to be improved.
- [F] Very little evidence of technical care in the development of the project.

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5. Daily preparation for studio class: staying on task, bringing appropriate art materials to class, and participating in class discussion and project critiques

- [A] Student is always ready for studio with materials out and in use. Is willing to discuss their work with fellow students in formal and informal settings.
 [B] Student is consistently prepared for studio and many times will contribute verbally in critiques.
 [C] Student is inconsistent in preparation for studio and class participation.
 [D] Student is rarely prepared for studio... excuses used frequently.
 [F] Very little evidence of student interest in studio.

6. Preliminary research that leads to the development of an assigned problem as requested by the instructor

- [A] All research requested was completed at a very thorough level. Shows time and effort and involved at a high level.
 [B] Good research quality has a broad range of materials and resources.
 [C] May be lacking in quality and quantity. More time required to fully examine project possibilities.
 [D] Weak examples and lack of evidence of project research.
 [F] Very little evidence of quality investigation/ documentation.

REWORKING OF PROJECTS AND EXTRA CREDIT

Students are encouraged to enhance their work even after it is completed and graded. The refined work on projects will improve their portfolio.

COURSE FINAL GRADES/ASSESSMENT

Will be an average of all graded activities. If additional activities are added and become part of the final grade the instructor will provide the value of the activity in relation to the final grade. (assignments turned in late will receive a performance level of unacceptable (F))



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C
70-79
AVERAGE

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60-69
WEAK

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0-59
UNACCEPTABLE

GRADE SHEET

Visual Communication / ART 4392

Project:

Student:

Grade:

1. Completion of problem as outlined in handout and presentation

A B C D F

2. Innovative idea development

A B C D F

3. Understands and uses design and compositional strategies

A B C D F

4. Implements technical skills

A B C D F

5. Daily preparation for studio class: staying on task, bringing appropriate art materials, and engaging/participating in class discussions and project critiques.

A B C D F

6. Preliminary research leading to the development of an assigned problem

A B C D F

GENERAL SCHOOL POLICIES

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. Contact the Financial Aid Office for more information.

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). 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. Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

TITLE IX

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.



GENERAL SCHOOL POLICIES

ACADEMIC INTEGRITY

All students enrolled in this course 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."

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 www.uta.edu/resources. Hotline at 817-272-6107 or visit www.uta.edu/resources for more information.

THE IDEAS CENTER

The IDEAS Center (2nd Floor of Central Library) offers free tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email IDEAS@uta.edu or call (817) 272-6593.

ELECTRONIC COMMUNICATIONS

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/>

GENERAL SCHOOL POLICIES

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, which is located at the East end of the hallway. 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 individuals with disabilities.

CLASSROOM POLICIES

Turn cell phones off during class. Leave the classroom if you need to text or make a call. Keep laptops closed during lectures. No children or pets allowed in the classroom.

STUDENT GRIEVANCE PROCEDURES

1. Contact faculty member in writing (not email) to set up a meeting. The office staff can help accommodate that communication (FAB 335)
2. If after the meeting the problem is not resolved, both faculty and student attend a meeting with the department chair together to resolve the issue.
3. If at that point the problem is not resolved, Departments Grievance Committee will review it.
4. All resolutions will adhere to university policies.

STUDENT FEEDBACK SURVEY

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a 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 enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

FINAL REVIEW WEEK

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.

GENERAL SCHOOL POLICIES**COURSE AWARENESS**

I have read and understand the syllabus. any questions I have regarding the syllabus have been presented to and answered by the professor teaching this course. I understand that the department of art and art history adheres to university policies and I have read and understand university policies. Please go to: www.uta.edu/catalog/general/academicreg to read university policies if you have not yet done so. It is the responsibility of the student to obtain and read this information.