Package Design

ART - 2240 001

Engagement Plan

- I will respond to email within 24-48 hours.

- I will offer feedback on major assignments within 1-2 week.

- The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

- Students have an opportunity for feedback every day in class through progress checks

Course Description

This course will cover design considerations for basic packaging. Packaging fundamentals & basic materials & processes will be introduced. Projects may include hang-tags, bags, boxes, cylinders or point-of-purchase displays.

Prereq: ART 1135 and ART 2230
Semester: Fall & Spring

Course Student Learning Outcomes

- Demonstrate an acquired knowledge of and ability to apply: Design considerations and problem solving for basic packaging relating to 2 and 3 dimensional applications. Typography and graphics for package application used to promote a product. Various package design considerations such as: typography, color, graphics, construction, stock, printing and presentation.

- Demonstrate an acquired knowledge of and ability to apply: TRADITIONAL mechanical skills and techniques of indicating headlines, subheads, body text, line art, and photos as a means to complete thumbnail and rough conceptualization studies. TRADITIONAL mechanical skills needed for presentations.
- Demonstrate an acquired knowledge of and ability to apply: Knowledge of paper, printing methods, color, and production.
- Demonstrate an acquired knowledge of and ability to apply: Computer skills needed to complete layout projects in the graphic design industry.
- Demonstrate an acquired knowledge of and ability to apply: Communication skills needed for effective business interaction and knowledge of graphic design practices.

Course Prerequisites

It is the student's responsibility to examine each course description for details of prerequisite classes. Those prerequisites must be satisfied before the designated class may be taken. All prerequisite courses must be completed with a C or better grade in order to continue with the program. A student may be dropped from a class if the prerequisite has not been completed.

Course Prerequisites:

- ART 1135 Printing Fundamentals
- ART 2230 Advanced Type & Layout
    - ART 1120 Design
    - ART 1200 InDesign
    - ART 1230 Type & Layout

Please see the SLCC Catalog for more information.

NOTE: This is not a computer technical skills class. The projects in this graphic design class will give students a chance to practice computer skills learned in previous technical production class(es).

Attendance

Attendance is very important. Although a schedule may be prepared, changes are very likely to occur, and student will be at a disadvantage if classes are missed.

Please talk to the instructor ASAP with any problems, questions, or concerns. It is the responsibility of the student to sign a provided late sheet – in class – on the day of being late. Faculty cannot change attendance records of past class periods.

Be aware that instructors are required to record attendance for a variety of reasons: Last Date of Attendance for tuition, failing grade, Emergency Procedures, etc.

VISUAL ART & DESIGN DEPARTMENT ATTENDANCE POLICY

Students missing more than 20% of a class may result in a failing grade.*

NOTE: 3 lates = 1 absence

1 Day per Week Class: 3 Days missed = E

2 Day per Week Class: 6 Days missed = E

3 Day per Week Class: 9 Days missed = E

4 Day per Week Class: 12 Days missed = E

5 Day per Week Class: 15 Days missed = E

*Exceptions should only be given in cases with extenuating circumstances and may require the student to contact Accessibility & Disability Services for an Accommodations List.

• Students should get the contact information of at least two other students in case of missed classes. Please do not ask the instructor to repeat information from a missed class.

Deadlines

Deadlines or Due Dates/Times will be given for each project. Work is due at the beginning (start time) for the class for both on-time and Late Submissions unless otherwise

specified* (See below.) Check accessibility.

Being late may lower or possibly eliminate grade points for an assignment.

For some assignments, work that has not been received by the original Due Date/Time, may still be submitted – up to one week from the original Due Date/Time – with a 10% deduction in points. Check for this option on each assignment.

*If this "late" date falls on a holiday or school closure, students must make arrangements for submissions to be completed before the holiday or school closure. This will be most likely the class period before the holiday or closure.

Check Due Dates & Times on both on-time and Late Submissions.

If student is unable to bring their physical work to class, they may make arrangements for someone else to drop it off. This must be done either by the original Due Date/Time or within the Late Submission time period if that assignment has a Late Submission elective. Assignment Instructions and Rubric grade requirements apply.

All assignments will be graded on what has been submitted successfully.

I will accept 1 (one) project at the end of the semester for resubmission to be regraded.

These will not be accepted late:

• Magnet Project

• Professional Event

• Guest Presentation (In-class or tour if offered)

• Extra Credit (if offered)

Grading Scale

Perfect attendance and/or completion of all projects does not guarantee a passing grade. Attendance in class, constructive class participation and successful completion of required projects and exercises is required. Students are expected to work in class for the entire class period.

Project grades will foremost be based upon the excellence of the project work: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability, presentation, and a positive attitude.

Projects in this class are cumulative in design. This means each project builds upon the previous one in skill and scope. In the Graphic Design & Communications program, as in many of the Visual Art & Design programs, each class class builds upon foundational and prerequisite courses. Please consult your area specialization rep for recommendations in scheduling.

Extra Credit may or may not be offered in this class.

Superior Grade

A = 100 − 93

_____

A- = 92 − 90

B+ = 89 − 87

_____

Above Average Grade

B = 86 − 83

_____

B- = 82 − 80

C+ = 79 − 77

_____

NOTE: If transferring to another institution, please check their requirements. Many only accept C+ grades regardless of prerequisite status at SLCC. Some accept only a B- grade!

_____

Average Grade

C = 76 – 73

SLCC accepts a C grade for prerequisite classes.

_____

C- or lower is unacceptable in classes requiring a grade of C or better. Class must be retaken if it is a prerequisite class for continuing courses.

_____

C- = 72 – 70

_____

D+ = 69 – 67 D = 66 – 63

_____

Lowest Passing Grade

D- = 62 – 60

_____

Failing Grade: Class must be retaken if it is required in a particular Program or Major course.

E = 59 – 0

Brief Description of Assignments/Exams

Successful completion of:

- THE DESIGN PROCESS for each project including but not limited to research, brainstorming and hand-rendered conceptualization studies in the form of thumbnails, intermediate, and final work, etc. that must be completed in the preliminary process before a project is finished on the computer.

- Projects that may include bag design, labels or tags, boxes, cylinders and specialty advertising or similar assignments. Prefabricated packages and original package design and construction will be used.

- Construction of 3-dimensional comprehensives.

- Writing copy for all of the projects.

- Collecting industry samples associated with projects.

- Providing printed color and/or paper studies/samples.

- Providing computer printouts showing correct use of graphics: ALL printer's marks, composites, separations, dies and/or trim/fold/perf/glue lines, overprints, knock-outs, slug area for class/student information, etc.

- In-class projects that must be completed within a set amount of time.

- Formal presentation as in mounting, labeling, displaying.

- Constructive self/group/guest oral critiques in discussions and presentations.

- Attending guest and/or tour presentations.

- Attending professional industry event(s). Online webinars may be used if approved by instructor.

- Students may be expected to participate in online Discussions.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Roll Call Attendance	Assignment	100
	TABLE REVIEW – Hang Tag	Discussion	0
	TOUR - Utah Paper Box	Assignment	20
8/30/25	Cylinder Check in - R&B, S&D, 3 Thumbnails	Assignment	20

Due Date	Assignment Name	Assignment Type	Points
8/30/25	Cylinder Research	Discussion	10
8/30/25	Embrace the Design Process	Assignment	5
8/30/25	Field Trip Waiver	Assignment	5
8/30/25	Prerequisite Check	Assignment	5
8/30/25	Profile Photo	Assignment	5
9/2/25	Cylinder Check in - Dieline, 2 Intermediates and Dummies	Assignment	20
9/4/25	Cylinder Check in - Final Hand and Dummy	Assignment	20
9/9/25	Cylinder Check in - B/W Computer Comps, edits, and Dummy	Assignment	20
9/11/25	Cylinder Check - Color Studies, Color Comp and Dummies	Assignment	20
9/16/25	Cylinder Project	Assignment	125
9/20/25	Style Guide - Cylinder	Assignment	50
12/18/25	Project: Portfolio Prep	Assignment	200
12/18/25	Professional Event	Assignment	42

How to Navigate to Canvas

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the Institutional Syllabus page.

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the Institutional Syllabus page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the Institutional Syllabus page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)