EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3010 3.0 SECTION S
PACKAGE DESIGN
FALL 2018 / WINTER 2019

Last Modified Date: 01/16/2019

COURSE CALENDAR DESCRIPTION

This specialized practicum course focuses on the principles, vocabulary and contemporary production of package design. An historical overview and current design strategies in the context of the retail environment will be investigated. Prerequisites: FA/YSDN 2010 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

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Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

<table>
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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<td>Cvitkovich, Grant</td>
<td>Sec. S / STDO / W</td>
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SPECIAL FEATURES

FA/YSDN 3010 3.0 Practicum Winter Term 2019 1
Sheridan Section S
Monday 1:30 - 5:30, J223
Course Director: Grant Cvitkovich
grant.cvitkovich@sheridanc.on.ca

1. Special Features
Prerequisites: YSDN 2010 3D Design or permission of the Department of Design.
A working knowledge of Adobe Illustrator and Photoshop is required for this course.

2. Topics and Concepts
This is an introductory studio course, which will familiarize students with the history, principles, practice and vocabulary of package design. Students will learn how to develop a broad range of concepts that are based on sound design strategy, through thorough research and analysis of the marketplace. The course introduces students to the realities and opportunities of a career in commercial package design.
This course meets four hours, once a week, for 12 weeks. It will consist primarily of lectures, one-on-one reviews, and include some group presentations and critiques. Students will be encouraged to work on their assignments during class while the instructor is reviewing privately with other students to allow for greater collaboration and to further enrich their learning.

One project will be divided into six phases:
In the first phase, the student will identify a brand that is in great need of modernization and which is falling behind in its category segment. The student will then build a strong creative brief that will culminate into the design strategy that they will use as the foundation of their creative development.

The second phase will consist of exploring three creative territories that might meet the objectives listed in the creative brief. You will select one of the three territories to use as the inspiration for your creative development in phase three.

The third phase is the creative development phase which is divided into two parts. In part A, students will refresh and modernize the brand mark (logo) used on the package. In part B, you will be redesigning the package you’ve chosen as your lead SKU.

The fourth phase consists of line extending the lead creative into two additional variants.

The fifth phase is where students will become familiar with the production rollout of package design. Here they will learn how to extend the package design to an all-panel layout, as well as learn the legal regulations and requirements that are mandated on all packaging.

The sixth phase is where students will learn how to build a proper presentation deck in the form of a case study that will encapsulate their learnings throughout the course.

Package Design

Students will be expected to submit all preparatory/process work with the finished projects for evaluation.

The following attitudes are required to succeed in this course:
- A desire to learn.
- A willingness to try new ways of doing things.
- A commitment to schedules and due dates.
- A willingness to engage in class activities and critiques.
- A willingness to adhere to specifications.
- A professional work ethic.

Schedule
See attached.

Course Texts/Readings

Selected Magazines, Newspapers and Online Resources:

- Graphis Packaging
- Strategy Magazine
- Marketing Magazine
- Packaging Association of Canada, PAC Newsletter
- www.thedieline.com
- www.lovelypackage.com
- www.packagingoftheworld.com
- www.mybrand.com

3. Learning Outcomes with Examples

Successful students will demonstrate:

- How to effectively research and analyze the marketplace in order to identify weaknesses and opportunities to act upon.
- Ability to write a creative brief.
- Ability to apply the design process in the development of effective design solutions.
- Ability to articulate and present their own work, as well as the ability to evaluate and critique constructively the works of others.
- Ability to work within the parameters of the packaging industry’s unique requirements and regulations.
- An understanding of the basic issues of creating a marketable packaging system.
- Ability to engage in a professional discussion regarding their work.
- Achieve professional standards in presentation of comps and mock-ups.
- Use of best practices in file management.

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4. Graded Assessment

The proportional weighting of the coursework is:

Phase #1 - Discovery, Writing a Creative Brief 20%
Due Week 4 (January 28, 2019)

Phase #2 - Creative Research, Defining Territories 5%
Due Week 5 (February 4, 2019)

Phase #3A - Creative Dev., Logo Creation 15%
Due Week 7 (February 25, 2019)

Phase #3B: Creative Dev., Lead Package Design 20%
Due Week 8 (March 4, 2019)
Phase #4 - Design Extension, Line Extensions 15%
Due Week 9 (March 11, 2019)
Phase #5 - Production Art Rollout, All-Panel Layout 10%
Due Week 11 (March 25, 2019)
Phase #6 - Case Study, Summary Presentation 5%
Due Week 12 (April 1, 2019)
Attendance and Participation: 10%
Projects and exercises will be graded at each stage of
development as outlined in the schedule. A grading sheet
will be returned with each project.
It is mandatory that all process work, including thumbnails,
sketches, notes, annotations, preliminary and final designs
and research be handed in to the instructor for review
along with the final submission for each project.
Process documentation provides a record of the student’s
ability to utilize the design process and reveals the breadth
and depth of exploration involved with each project. All
process work, including research thumbnails, sketches,
notes, and annotations must therefore be submitted to the
instructor for review and evaluation.
Projects will be graded using the following criteria:
• Problem solving – The originality of the concepts and
ideas and their relevance to the problem; lateral thinking
abilities; analysis of project requirements; understanding
of the problem and its parameters, goals and objectives.
• Concept development and refinement – the ability to take
the original idea(s) and develop/improve and apply them,
linear thinking abilities, critical evaluation of ideas and
solutions.
• Technical execution – the skills and technical abilities
as demonstrated throughout the problem from early
sketches to finished state, translation of ideas to visually
and technically refined forms.
• Presentation – the ability to communicate visually, verbally
and in written form the direction of your problem solving
process. Neatness and organization of submissions.
These criteria may be expressed in greater detail on
the grade slips returned with each project. Grading is
non-competitive within the course/section but based
on professional standards as set by the Association of
Registered Graphic Designers of Ontario. Except for the
last submission, projects will be returned in class.
Coming to each class is important. Lectures and briefings need to be heard first-hand. In-class exercises and group work provide an opportunity to reinforce and test theory immediately. And each student must present concepts and design solutions in individual, small group and full class critique situations. Assessment of participation and engagement in the learning process takes place on these occasions. It is essential that students keep up with the weekly work in this class in order to benefit from these learning opportunities.

FRIDAY, MARCH 8, 2019 is the last day that a student can drop this course without receiving a grade. Financial penalties may be involved and could be assessed depending on the precise date that the course was dropped.

Grading, Assignment Submission, Lateness Penalty and Missed Tests

Grading
The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments and tests will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 89, B+ = 75 to 79, etc.). For a full description of the York grading system see the York University Undergraduate Calendar – http://calendars.registrar.yorku.ca/2015-2016/faculty_rules/FA/grading.htm

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the AMPD section of the Undergraduate Calendar http://calendars.registrar.yorku.ca/2015-2016/faculty_rules/FA/grading.htm

Grade Gr. Pt. Percent Range
Description
A+ 9 90 - 100% RARE AND EXCEPTIONAL WORK
Thorough knowledge of concepts and techniques and exceptional skill and/or great originality in the use of those concepts/techniques in satisfying the requirements of an assignment/course.

A 8 80 - 89% EXCELLENT WORK
Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.

B+ 7 75 - 79% VERY GOOD WORK
Thorough knowledge of concepts and techniques together
with a fairly high degree of skill in the use of those concepts / techniques.

B 670 - 74% GOOD WORK
Good level of knowledge of concepts and techniques together with considerable skill.

C+ 565 - 69% COMPETENT WORK
Acceptable level of knowledge of concepts and techniques together with considerable skill representing the student’s competence to continue and the department’s wish to have the student continue.

C 460 - 64% FAIRLY COMPETENT WORK
Acceptable level of knowledge of concepts and techniques together with some skill.

D+ 355 - 59% PASSING WORK
Slightly better than minimal knowledge of required concepts and techniques together with limited skill.

D 250 - 54% POOR WORK
Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.

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E 131 - 49% VERY POOR WORK

F 00 - 30% INADEQUATE WORK
All courses taken at York and Sheridan, including those resulting in failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: http://www.yorku.ca/finearts/sas/gpa.htm

5. Additional Information
Academic Policies/Information
The Senate Academic Standards, Curriculum and Pedagogy (ASCP) provides a Student Information Sheet that includes:
• York’s Academic Honesty Policy and Procedures/Academic Integrity Web site
• Access/Disability
• Ethics Review Process for Research Involving Human Participants
• Religious Observance Accommodation
• Student Code of Conduct
https://secretariat.info.yorku.ca/files/CourseInformation-ForStudentsAugust2012-.pdf
Additional Information, York University
• Academic Accommodation for Students with Disabilities
• Alternate Exam and Test Scheduling
Grading Scheme and Feedback Policy:
The Senate Grading Scheme and Feedback Policy stipulates that (a) the grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) be announced, and be available in writing, within the first two weeks of class, and that, (b) under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for ‘full year’ courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade.

Important University Sessional Dates (you will find classes and exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings and more.) http://registrar.yorku.ca/enrol/dates/fw18

Manage my Academic record http://myacademicrecord.students.yorku.ca/

“20% rule”:
No examinations or tests collectively worth more than 20% of the final grade in a course will be given during the final 14 calendar days of classes in a term.
The exceptions to the rule are classes which regularly meet Friday evenings or on Saturday and/or Sunday at any time, and courses offered in the compressed summer terms.

Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

Additional Information, Sheridan College
- Accessible Learning Services: Trafalgar Campus, Room B104, 905-845-9430 x8196
  www.sheridancollege.ca/life-at-sheridan/student-services/accessiblelearning-services
- Counselling Services: Trafalgar Campus, Room B104, 905-845-9430 x2557
  www.sheridancollege.ca/life-at-sheridan/student-services/Counsellingservices
- Health Services: Trafalgar Campus, Room B129, 905-845-9430 x2550
  www.sheridancollege.ca/life-at-sheridan/student-services/health

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Course Schedule
Mondays
FRIDAY, MARCH 8, 2019 is the last day that a student can drop this course without receiving a grade.
Financial penalties may be involved and could be assessed depending on the precise date that the course was dropped.

WEDNESDAY, APRIL 3, 2019 is the last day that you can submit projects for grading.
Please note the schedule is tentative. You will be informed of changes to this schedule and course content will be adjusted as required.

JAN.
07
JAN.
14
Reading Week
JAN.
28
FEB.
04
FEB.
11
MAR.
04
FEB.
25
MAR.
11
MAR.
18
MAR.
25
APR.
01
JAN.
21
01 02 03 04 05 06 07 08 09 10 11 12
Reading Week: February 16-22, 2019
One-on-one critique
with instructor

PHASE 1: DISCOVERY
Creative Brief

PHASE 2: CREATIVE RESEARCH
Creative Territories

PHASE 3: CREATIVE DEVELOPMENT
Extend to 2 line extension variants
All-panel layout
Build & present final case study
Lead PDP Design
Logo Refresh

PHASE 4: DESIGN EXTENSION
PHASE 5: PRODUCTION ART ROLLOUT
PHASE 6: CASE STUDY
Group critique Submit assignment for grading

Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.
Moodle @ York University