COURSE CALENDAR DESCRIPTION

Offers a continued in-depth examination of the conceptualization and creation of effective package structures and graphics in relation to contemporary society and the realities of professional practice. Prerequisite: FA/YSDN 3010 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

This senior level course will focus on the rapid conceptualization of package design in both structure and graphics. Drawing on the reality of contemporary design practice, students will explore the creation of effective package designs in relation to marketing and branding, leading to an understanding of the role of the designer and package in the retail environment. Problem solving techniques, both individual and team-based will provide the opportunity to explore issues of consumer understanding and acceptance, material and style selection relating to environmental concerns, structure in relating to contents and the effective creation of information hierarchies. Exploration of these issues will be conducted through an applied understanding of current government regulations, managing bilingualism, consumer and product protection and the difficulties of package design in a crowded, visually cluttered retail environment. Though stressing rapid conceptualization, students will also explore technical issues of package production, print and associated costs. Learning Outcomes and skills: Successful students will demonstrate:

- An understanding and ability to apply the design process in the development of effective design solutions
- How to strategize and conceptualize
- The ability to communicate verbally about their work and the work of classmates
- The ability to understand and communicate through use of hierarchy of information
- How to recognize and design within packaging industry requirements and laws
- The ability to create marketable packaging systems
- Analyze and recognize effective design solutions
- Achieve professional standards in presentation of flat comps and mock ups (Course credit exclusion: FA/YSDN 4001A 3.0)

INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ng, Albert</td>
<td>Sec. M / STD / W</td>
<td><a href="mailto:ang123@yorku.ca">ang123@yorku.ca</a></td>
<td></td>
</tr>
</tbody>
</table>

SPECIAL FEATURES

Prerequisite:
Completed FA/YSDN 3010 3.0 or permission of the Department of Design. An understanding and competence with Adobe Illustrator, Adobe Photoshop and Adobe InDesign is required for this course.

Course director
Albert Ng

Section A: Wednesday, 12:30 – 4:30, DB 4034
Office hours: by appointment
Course description
This senior level course will focus on the rapid conceptualization of package design in both structure and graphics -- a continued in-depth examination of the conceptualization and creation of effective package structures and graphics in relation to contemporary society and the realities of professional practice. Students will explore the creation of effective, user-friendly (incl. accessibility and environmental-friendly package designs in relation to marketing and branding, leading to an understanding of the role of the designer and package in the retail environment.

Through stressing rapid conceptualization, students will also explore technical issues of package production, printing and etc. Besides building a more advanced attitude towards actual design of packaging than was seen in Package Design (introductory course), the thrust of this course will lean towards innovation, creative conceptualization, sketches, and concept development. All students will be required to work on and aim to improve their thinking, sketching, concept drawing skills and presentations.

Problem solving techniques, both individual and teambased, will provide the opportunity to explore issues of accessible packaging, user-friendly design, style, material selection, environmental concerns, structure and effective creation of information hierarchies. Exploration of these issues will also be conducted through an applied understanding of current government regulations, managing bilingualism, consumer and product protection and the difficulties of package design in a crowded, visually cluttered retail environment.

Course structure
This course meets four hours once a week for 12 weeks which consists of 12 class sessions. Class time is used for lectures, presentations, discussions and individual and group critiques. Students will also require to work on the assigned projects in class. This time should be used wisely – it should help reduce the amount of time required out-of-class to complete the assignments and allow the instructor to meet with students individually to ensure a better final outcome. Two projects will define the workload and constitute the practicum focus of this course. All preparatory/process work must be submitted with finished projects (per project outline).
The following attitudes are required to succeed in this course:

• engagement in class activities
• professional ethics
• respect for schedules and project due dates
• respect for intellectual property
• a desire to learn
• willingness to try new ways of doing things
• willingness to engage in class activities and critiques

Books and resources/Recommended reading:

• Strategy Magazine, Marketing magazine, The Globe & Mail business section, Graphis Packaging, PAC Newsletter, Packaging Association of Canada
• Paul Jackson: Structural Packaging: Design Your Own Boxes and 3D Forms [Paperback]. Laurence King Publishing (highly recommended)
• Pepin Van Roojen, Jakob Hronek: Complex Packaging - Structural Packaging Design Series. The Pepin Press (highly recommended)
• Scott Boylston: Designing Sustainable Packaging. Laurence King Publishing (highly recommended)
• Wheeler, Alma. designing Brand Identity: A complete guide to W2020 Advanced Package Design Page 1/6

Advanced Package Design
FA / YSDN 4010 3.0, Sections M Academic Year: 2019-2020, Winter Term. This is a practicum course for YSDN Majors.

York University / Sheridan Program in Design
creating, building and maintaining strong brands. Hoboken, NJ
• Bautista, Joyce. Bags, Boxes & Tags: The best of graphic design for shopping bags and more
• Behaeghel, Julien. Brand packaging: The permanent medium
• Garber, Lawrence L. The role of package color in consumer purchase
• Jankowski, Jerry. Shelf space: Modern package design, 1945-1965
• Meyers, Herbert M. The marketers guide to successful package
• Opie, Robert. Packaging source book
• Phillips, Renee. Promotion: Making a sale with great graphics
• Phillips, Renee. Packaging graphics
• Sacharow, Stanley. Packaging Design: The best of American packaging and international award-winning designs
• Sonsino, Steven. packaging Design: graphics, materials, technology

Learning outcomes and skills
Successful students will demonstrate:
• an understanding and ability to apply the design process in the development of effective design solutions
• an ability to develop and conceptualize an effective creative strategy
• the ability to articulate clearly and precisely their thinking and ideas to classmates
• the ability to understand and communicate the appropriate use of information hierarchy
• an understanding of how to recognize and design within packaging industry requirements and laws
• the ability to create marketable packaging systems
• the ability to analyze and recognize effective design solutions
• archive professional standards in presentation of comps and mock ups
• a capability to use professional standards of file management

Tools, materials and resources
Use of the design facilities and equipment is for the proper completion of assigned projects only. Privileges may be withheld for improper use. Lateness or incomplete work due to the stoppage of privileges is not an acceptable reason for missing deadlines. Students under suspension of privileges must find alternative means to complete projects. In addition
to all the basic design tools used in 4000 level, students need either a portable hard drive or some other method of filesaving and transfer in the computer lab. Always bring to class: a pad of visualizing and tracing paper, pencils, markers, steel ruler and other materials you are comfortable to work with. During the year there will be many activities related to design happening in and around the Toronto area. When information about these events becomes available, it will be announced in class and posted on the Notice Boards. Attendance at these events is highly recommended.

Course fees
For all non-majors (students not currently enrolled in the Bachelor of Design degree program in the Department of Design), there is a compulsory Supplementary Fee which covers the cost of some of the materials used in class. All Supplementary Fees (Compulsory and Voluntary) are payable in cash or certified cheque at the Department of Design, Administrative Offices, TEL Building within the first two weeks of term.

Grading
Note: All course work is to be submitted directly to the course instructor during scheduled course hours. DO NOT submit work to the Administrative Office.

Proportional weighting of the course work:
- 25% – Project 1 (incl. concept, rationale and process)
- 65% – Project 2 (four phases, incl. research, rationale, process; the process work and its quality, quantity, breadth, and depth for all the phases will be graded together).
- 10% – Participation (incl. ethics + attendance)

Please refer to project briefs for submission requirements. All projects will be graded at each stage of development outlined in the project briefs. Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

Evaluation and grading
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.

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.
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 thumbnails, sketches, notes, annotations, and research must therefore be submitted to the instructor for review and evaluation.
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.
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 York grading system see the York University Undergraduate Calendar – http://calendars.
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

Program grading system
(Grade, Grade Point, Percent, and 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 6 70 – 74%
GOOD WORK Good level of knowledge of concepts and techniques together with considerable skill.
C+ 5 65 – 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 4 60 – 64%
FAIRLY COMPETENT WORK Acceptable level of knowledge of concepts and techniques together with some skill.
D+ 3 55 – 59%
PASSING WORK Slightly better than minimal knowledge of required concepts and techniques together with limited skill.
D 2 50 – 54%
POOR WORK Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.
E 1 31 – 49%
VERY POOR WORK
INADEQUATE WORK
All courses taken at York, including failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: http://www.yorku.ca/finearts/sas/gpa.htm

Late projects
All projects and exercises must be turned in on the date specified in the project brief. Assignments received later than the due date will be penalized 10% per business day that the assignment is late.

Re-doing projects
If a student elects to redo a project, and with the approval of the course director, an entirely new approach / concept must be developed. Simply refining or correcting the original project is not acceptable.

Dropping the course
Friday, March 13, 2020 is the last day that a student can withdraw from this course without receiving a grade. Financial penalties may be involved and would be assessed depending on the precise date the course was dropped.

Attendance and lateness
Regular and punctual attendance is required professional behaviour in industry and therefore in this program. Attendance will be taken at the beginning of each class. Students are responsible for letting faculty know ahead of time if they are going to be late for class, or not attending. Being late twice equals one absence. Lateness of more than thirty minutes equals one absence. If a student is absent from four classes during the term, a grade of “F” will be given for the course. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g. a doctor’s letter). Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance.

Student responsibilities
• Attendance will be taken at the beginning of each class and students are expected to be punctual. Students are responsible for letting faculty know if they are going to be late for class. Regular and punctual attendance is
required professional behaviour in industry. Students are reminded that absence from class will mean that they will miss key contact time with faculty and will reflect in their performance.

- If you know you are going to miss or be late for a class, let your instructor know ahead of time. Leave a phone message or e-mail.
- It is the responsibility of the student to inform the Course Director, in a timely fashion, of any problems that may interfere with the student’s progress in the course.
- Students should refer to the University Calendar for the proper process of applying for Deferred Standing or requesting Aegrotat Standing, if such is applicable.
- It is the responsibility of the students to always back up their digital work. The hard drives on the lab computers are not intended for storage of student work and will be trashed of all files on a regular basis.

All students are expected to familiarize themselves with the following information (also available on the York University Secretariat Academic Standards, Curriculum and Pedagogy (ASCP) webpage http://www.yorku.ca/univsec/senate_cte_main_pages/ASCP.htm).

Academic honesty and integrity

YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty (http://www.yorku.ca/univsec/policies/document.php?document=69). There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website (http://www.yorku.ca/academicintegrity). Among other things the Senate Policy discusses offenses such as cheating, submission of one piece of work in satisfaction of two assignments without prior informed consent, impersonation, plagiarism and other misappropriation of the work of another, obstruction of the academic activities of another, aiding or abetting academic misconduct, etc. In particular, students taking Design courses should be mindful of the dangers of misappropriation and misrepresentation of another person’s images.

In the creation and presentation of all design practicum work, students who use the work of others must clearly state the extent and nature of the appropriation to their instructor. Failure to do so will constitute a breach of
academic honesty. Penalties for breach of academic honesty may include:
• a failure in the course,
• failure in the course plus a notation of breach of academic honesty on the official transcript, or
• removal from the Program in Design.

Additional information

Proper Use of Facilities: Use of the YSDN facilities and equipment is for proper completion of assigned projects only. Privileges may be withheld for improper use. Lateness or incomplete work due to the loss or suspension of privileges is not an acceptable reason for missed deadlines. Students under suspension of privileges must find alternative means to complete projects.

Important course information for students
Please note that this information is subject to periodic update. All students are expected to familiarize themselves with the following information:

Academic Honesty and Integrity
YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty at http://www.yorku.ca/univsec/policies/document.php?document=69. There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website at: http://www.yorku.ca/academicintegrity

Occupational health & safety
Students must be aware of ergonomic factors related to the course work and should practice recommended exercise to prevent developing occupational related health problems. Please refer to the following web page for details: http://www.yorku.ca/dohs/ergonomics/ergonomics.htm

Ethics review process
YSDN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://www.yorku.ca/secretariat/policies/document.php?document=94. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for
Ethical Approval of Research Involving Human Participants
at least one month before you plan to begin the research. If
you are in doubt as to whether this requirement applies to
you, contact your Course Director immediately.

Accessibility/disability services
Both York and Sheridan provide services for students
with disabilities (including physical, medical, learning and
psychiatric disabilities) needing accommodation related to
teaching and evaluation methods/materials. These services
are made available to students in all Faculties and programs at
York University and Sheridan College.
Students in need of these services are asked to register
with disability services in Counselling & Disability Services
as early as possible to ensure sufficient advance notice so
that appropriate academic accommodation can be provided.
You are encouraged to schedule a time early in the term to
meet with each professor to discuss your accommodation
needs. Please note that registering with disabilities services
and discussing your needs with your professors is necessary
to avoid any impediment to receiving the necessary academic
accommodations to meet your needs.

At York University
Additional information is available through Counselling &
Disability Services at www.yorku.ca/cds or from disability
service providers:
• Personal Counselling and Learning Skills Services: N110
  BCSS, 416-736-5297
• Mental Health Disability Services: N110 BCSS, 416-736-
• Learning Disability Services: W128 Bennett Centre for
• Physical, Sensory and Medical Disability Services: N108
  Ross Building, 416-736-5140, www.yorku.ca/cds/psmds, TTY:
  416-736-5263, Deaf and Hard of Hearing students can also
  contact dhh@yorku.ca

Additional Information / Sheridan College
• Accessible Learning Services, Trafalgar campus, B104, (905)
  845-9430, ext. 8196 www.sheridancollege.ca/life-at-sheridan/
  student-services/accessible-learning-services
• Counselling Services, Trafalgar campus, B104, (905) 845-9430,
  ext. 2557 www.sheridancollege.ca/life-at-sheridan/studentservices/
  counselling-services
• Health Services, Trafalgar campus, B129, (905) 845-9430, ext.
  2550 www.sheridancollege.ca/life-at-sheridan/student-services/
Procedures for submitting work

Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment.

All work is to be turned in personally to the Course Director during the officially scheduled class time. Assignments are to be handed in at the beginning of class on the due date unless otherwise specified. At York, under normal situations, the Design Office will NOT accept drop-off of student work. In the rare case of illness of the instructor on a due date, special arrangements can be made (between the Course Director and the Office) with the Office for the submission of student work.

In case of unusual circumstances, students at Sheridan may submit their work by depositing it into the drop-off mail slot, provided by the mail room at Sheridan. Please address your envelope(s) to your instructor and inform the instructor immediately about this special arrangement. Assignments received later than the due date will be penalized 10% per business day that the assignment is late.

Religious observance accommodation

York and Sheridan are committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Instructor within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course Instructor immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf. Further information on religious observance is available at https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs.

Student conduct
Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. A statement of the policy and procedures involving disruptive and/or harassing behaviour by students in academic situations is available on the York website: http://www.yorku.ca/univsec/policies/document.php?document=82.

Entering external award shows
In an effort to encourage more students to enter external award shows and competitions, the York/Sheridan Program in Design will reimburse the entry fee for winning entries at outside award shows and competitions, up to $35 (CAD) per piece entered.

To take advantage of this, students must:
• Enter the competition, pay entry fees and postage and arrange for delivery;
• Provide written proof that they have received an award/prize, and
• Provide the original receipts for the entry fee in Canadian dollars. (If the entry fee was paid in another currency, we require a receipt indicating the exact amount you paid in Canadian dollars).

Note: Students are responsible for any other fees that may be associated with the prize. Please contact Barb Batke (email: bbatke@yorku.ca) for reimbursement after you receive the award.

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

Moodle @ York University