

# AA225 Packaging & 3D Design



AA225  
CRN 33916  
Packaging & 3D Design

Office: SSH116B  
541.917.4542

[lewis.franklin@linnbenton.edu](mailto:lewis.franklin@linnbenton.edu)

# Syllabus

**Instructor:** Lewis Franklin

## Illustration I

Lecture / Lab # : RM.SSH-116 / SSH-120 Monday & Wednesday 4:00 - 5:20

## Course Description:

Introduction to design, display and merchandising of 3-dimensional marketing solutions. Stresses suitability of concept, design and color as applied to various products. Materials and methods of printing, cutting, folding and assembly are explored for tactile and visual effect. Environmental issues and safety in the workplace are discussed.

Good client/designer relationships are stressed.

## Outcomes:

Explain the cultural and emotional influences on package design.

Work within industrial limitations and requirements.

Design packaging materials with proper consideration of message, audience, retail, and end-use requirements.

## Credits:

3 credits, 3 hours of class per week.

## Prerequisites:

ART 120 or ART 121

## Required Text:

None

## Required Supplies:

8 GB "Memory stick" \$30-\$50, The larger the drive, the happier you will be.

Rubber cement \$2.99

Cork-back ruler stainless steel \$ 3.59

Notebook paper \$2.79

Folding / Scoring bone \$7.50

10 Sheets of heavy paper for box making

4+ sheets drawing paper

We will attempt to provide as many materials as we can, but we cannot guarantee that you will not have to buy your own to accomplish your projects.

Other materials may be required...

Last day to turn-in **reworks** is Close of Business (COB) March 11th (Friday)

Last day to turn-in **late** work is Close of Business (COB) March 7th

Holidays for Fall term: Monday January 17th and February 21st



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# Syllabus Cont...



## Method of Evaluation:

The method of evaluation will be based upon completion of all assigned projects, Pinterest posts, a midterm, a final, and participation.

## Cheating and Plagiarism:

Please refer to the LBCC Student Code of Conduct.

## Grading:

**A:** 90-100%

**B:** 80-89%

**C:** 70-79% (C is considered the lowest passing grade in the Vis Comm Program.)

**D:** 60-69%

**F:** 50% and below



## Late work will be accepted BUT CAN NOT BE REWORKED.

Your notebook will include all handouts in the order received.

## Policy:

I welcome open class discussion, and will be the first to admit I do not know everything. We will progress so as not to lose anyone with this being a first class. My office hours are posted next to my door.



## My office is in room SSH116B

## Accessibility:

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

I will provide my lecture notes to the class, in an effort to help you learn.

## Needs:

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support ([resources@linnbenton.edu](mailto:resources@linnbenton.edu) , or visit us on the web [www.linnbenton.edu/RRC](http://www.linnbenton.edu/RRC) under Student Support for Current Students). Our office can help students get connected to resources to help.

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# Calendar



Wk	Date	Lesson	
1	03JAN	Introduction, syllabus review Project 1, Save the egg	Save the egg...
		Small candy box	Project 2 Small candy box
2	10JAN	Paper, Board & Structural Design Working with comping materials	Project 1 due
3	17JAN	<b>Holiday MLK</b> Plastics, Small candy box	
4	24JAN	Board Game (Group Project) Flexible Packaging	Project 3 Board Game
5	31JAN	Board Game (Group Project) Glass	Final turn in of Candy Box
6	07FEB	Board Game (Group Project) Mid-term (online)	Project 4
7	14FEB	Packaging Redesign, or... Last review of board game Project 3	Project 3 Board game due
8	21FEB	<b>Presidents' Day</b> Cans, Tubes & Aerosols	
9	28FEB	Labels and laws Environmental Packaging	
10	07MAR	Work week	
11	14MAR	Finals Week Final, Monday March 14th @ 4:30	Project 4 due

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