



# 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 - 5:30

## 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:

AA 224 Typographical Design I

ART 120 Foundations in Digital Imaging

## Required Text:

**Structural Packaging**, Jackson 9781856697538

Bookstore: Buy \$N/A Amazon: Buy \$21.21 Kindle \$16.20

**Package Design Workbook**, DuPuis & Silva 9781592537082

Bookstore: Buy \$N/A Amazon: Buy \$19.85 Kindle \$14.75

## 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

Xacto knife \$5.49

Notebook (1.25") with clear pocket on front back and spine (Vue-thru) \$3.79

Notebook paper \$2.79

Dividers for 3-ring notebook \$2.00

Plastic sleeves \$7.25 per 50

Folding / Scoring bone \$7.50

10 Sheets of heavy paper for box making

4+ sheets drawing paper

Other materials may be required...



AA225  
CRN 33916  
Packaging & 3D Design

Office: SSH116B  
541.917.4542

lewis.franklin@linnbenton.edu

# Syllabus Cont...

---



## Method of Evaluation:

The method of evaluation will be based upon completion of all assigned projects, a midterm, a final, and a class notebook.

## Cheating and Plagiarism:

You are required to do 100% of your own work from start to finish. This means that you may not use any part of the work done by another student or give your work to another student. If you are involved in any kind of cheating or plagiarism then you will be subject to discipline, up to and including automatically failing the assignment, failing the course or disciplinary action by the Dean of Students. Please refer to the Lbcc Student Code of Conduct.

## Grading:

- A: 90-100%
- B: 80-89%
- C: 70-79%
- D: 60-69%
- F: 59% and below

## LATE WORK WILL BE ACCEPTED BUT CAN NOT BE REWORKED.

I will conduct a one-on-one with each student at the mid-term point. This will serve as a notebook review and allow some feed-back on the class and your success level to that point.

Your notebook will include all handouts in the order received. You will be responsible for producing a color cover using InDesign by the mid-point review.

## Policy:

In the event that there is room, those on the wait list will be added in the order that they appear on the wait list

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

My office is in room SSH116B.

## Accessibility:

Those needing special consideration may approach me after class, via e-mail or after class if you have special accommodations in order for you to get the most from this classroom and Lbcc experience. The Center for Accessible Resources is in Red Cedar Hall, Room 105.



AA225  
CRN 33916  
Packaging & 3D Design

Office: SSH116B  
541.917.4542

lewis.franklin@linnbenton.edu

# Calendar



Wk	Date	Lesson	
1	07JAN	Introduction, syllabus review	Crafting a Box Template Pg 69
	09JAN	Small candy box	
2	14JAN	Small candy box	
	16JAN	Small candy box	
3	21JAN	Holiday MLK	
	22JAN	Packaging Redesign	
4	28JAN	Packaging Redesign	
	30JAN	Packaging Redesign	
5	04FEB	Packaging Redesign	
	06FEB	Packaging Redesign	
6	11FEB	Mid-term	
	13FEB	Packaging Design	
7	18FEB	Holiday	
	20FEB	Packaging Design	
8	25FEB	Packaging Design	
	27FEB	Packaging Design	
9	04MAR	Packaging Design	
	06MAR	Display	
10	11MAR	Display	
	13MAR	Display	
11	18MAR	Finals Week	
		Final, Monday March 18th @ 4:30	

**Last day to turn-in reworks is Close of Business (COB) Friday, March 15th**

**Last day to turn-in late work is Close of Business (COB) Monday, March 11th**

**Last normal day of class is 13MAR**

AA225  
CRN 33916  
Packaging & 3D Design

Office: SSH116B  
541.917.4542

lewis.franklin@linnbenton.edu



# Reading



## Packaging Design Workbook

Reading is to be complete before the date listed.

AA225  
CRN 33916  
Packaging & 3D Design

Office: SSH116B  
541.917.4542

lewis.franklin@linnbenton.edu

Wk	Date	Content	Page
1	07JAN		
	09JAN		
2	14JAN	Introduction /Packaging Evolution	Pg 06 / 08
	16JAN		
3	21JAN	Holiday	
	23JAN	The Art and Science of Packaging Design	Pg 30
4	28JAN		
	30JAN	Unlocking the Power of Design	Pg 62
5	04FEB		
	06FEB	The Packaging Process	Pg 76
6	11FEB	Mid-term over all reading to date	
	13FEB	Mastering the Art of Packaging Design	Pg 104
7	18FEB	Holiday	
	20FEB	Design's Real-world Return on Investment	Pg 146
8	25FEB		
	27FEB		
9	04MAR		
	06MAR		
10	11MAR		
	13MAR		
11	18MAR	Finals Week	
	<b>Final:</b>	Monday March 18th @ 4:30	