

ART 429

## PACKAGING

Tuesday  
12:30-4:30PM

Location  
ROOM: 1904

-----

Joshua Ege  
OFFICE: 1914

### OFFICE HOURS

Monday:  
3:00 - 4:00 PM

Tuesday:  
9:30 - 11:30 AM

Wednesday:  
9:30 - 11:30 AM

-----

## COURSE DESCRIPTION

Application of graphic design elements to various types of products. Brand design, visual graphics and color schemes are developed for individual products and related product lines. Students will learn how to explore and express design solutions using an array of techniques to accurately represent in form and finish a final design outcome. Topical issues within the packaging process are explored.

## COURSE OBJECTIVES

**Analyze** product requirements, target audiences, and market contexts to develop effective packaging concepts aligned with brand identity and communication goals.

**Apply** principles of typography, color theory, composition, and visual hierarchy to create cohesive packaging systems for individual products and related product lines.

**Create** professional-level packaging prototypes that demonstrate technical accuracy, material awareness, and refined form and finish using appropriate design tools and production methods.

**Evaluate** contemporary issues and constraints within the packaging process—including sustainability, manufacturing, usability—and integrate these factors into informed design solutions.

## COURSE FORMAT

This class will be a combination of assignments worked on outside of class and in-class which will be critiqued by peers as well as the instructor. Your weekly progress will be posted to the Assignment section in D2L each week. On occasion you will be asked to bring printed copies of your work to class as well. A commitment to several hours of homework is required to achieve the goals of this class and its completion.

## GRADING

Grades will be assigned according to the following scale:

- A** work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B** work above the general class level, participation in classroom discussion and critique
- C** average work, minimal requirements met
- D** work below class average, lack of participation and/or poor attendance
- F** inferior effort and/or work not turned in on schedule

### GRADES WILL BE BASED ON:

**9% Package Analysis**  
**25% Repackage Project**  
**25% Bottle & Label Project**  
**25% Package System Project**  
**16% Weekly Deadlines & Participation**

*FINAL GRADES ARE NOT DEBATABLE.*

## ATTENDANCE

You may be absent from class twice. On your first absence you will receive an e-mail acknowledging the absence. On your second absence you will receive an e-mail to notify you of your standing. On your third absence you will receive an "F" in the class.

Two tardies of 20 minutes or more equals an absence. More than 4 tardies of any kind will result in an absence. A tardy of 60 minutes equals an absence. Two late returns from break of more than 10 minutes equals one absence.

***There is no distinction between excused and unexcused absences. If you are late to class, I ask that you join as quietly as possible without distracting the class.***

All projects are due on the date and time given. You are responsible for turning in work on time regardless of attendance. ***All week-to-week progress is due in D2L no later than 11 AM on the day of class. Late work is only accepted if notified in advance, in writing. A new due date can be set at the discretion of the instructor with a deduction of points on the assignment grade.*** Final digital files of projects must be turned in on the last day of class. Failure to do so will result in a final grade of an "F".



EAST TEXAS  
—A&M—

ART 429

## PACKAGING

Wednesday  
12:30-4:30PM

Location  
ROOM: 1904

## STUDENT RESPONSIBILITIES FOR COURSE

### CWID AND PASSWORD

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@etamu.edu](mailto:helpdesk@etamu.edu).

### TECHNOLOGY-RELATED ISSUES

Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

### TECHNOLOGY REQUIREMENTS AND SUPPORT

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, Adobe Suite (Illustrator, Photoshop, InDesign, etc...)

#### LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

#### LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.html](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.html)

### COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your "myLeo" mail) and announcements in myLeo online (D2L). You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication. Students are encouraged to check university email daily.

#### Technical Support

If you are having technical difficulty with any part of Brightspace/D2L, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

#### Include the Following in Emails with Instructor:

Course name and subject in the subject line

Salutation (Good afternoon, Mr. Ege or Josh)

Proper email etiquette (no "text" emails – use proper grammar and punctuation)

Student name and CWID after the body of the email (possibly add to student signature on email)

### STUDENT CONDUCT

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The [Code of Student Conduct](#) is described in detail online in the [Student Guidebook](#).

Students should also consult the [Rules of Netiquette](#) Webpage for more information regarding how to interact with students in an online forum.

### ACADEMIC INTEGRITY

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)

[Graduate Student Academic Dishonesty Form](#)

**ART 429**

**PACKAGING**

**Wednesday**  
**12:30-4:30PM**

**Location**  
**ROOM: 1904**

**ARTIFICIAL INTELLIGENCE POLICY**

East Texas A&M acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text and image, or suggest replacements for text and image, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

**STATEMENT ON ACCOMMODATIONS FOR ADA ELIGIBLE STUDENTS**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services  
East Texas A&M University  
Velma K. Waters Library Rm 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@etamu.edu](mailto:studentdisabilityservices@etamu.edu)  
Website: Office of Student Disability Resources and Services  
<https://www.etamu.edu/student-disability-services/>

**NONDISCRIMINATION NOTICE**

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information, or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

**CAMPUS CONCEALED CARRY STATEMENT**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

**EAST TEXAS A&M SUPPORTS STUDENTS' MENTAL HEALTH – COUNSELING SERVICES**

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling **903-886-5145**. For more information regarding Counseling Center events and confidential services, please visit <https://www.etamu.edu/counseling-center/>

**SYLLABUS CHANGE POLICY**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

ART 429

**PACKAGING**

Wednesday  
12:30-4:30PM

Location  
ROOM: 1904

**INSTRUCTOR CONTACT INFORMATION**

Please email me any questions as well as your class project work at the email below. **NOTE:** E-mail should be used for brief verbal communications. If your e-mail is lengthy schedule an appointment. Emails will be responded to within 24 hours on the next business day.

joshua.ege@etamu.edu

**OFFICE HOURS**

**Office Hours** are meant to help if you fall behind or miss a class. They can be held via Zoom or in-person during posted times. It is strongly encouraged to pursue in-person appointments whenever possible. Office Hours must be scheduled at least 24 hours in advance. Any remaining appointments are first come, first serve in-person during posted Office Hours. If you can not meet during scheduled office hours, reach out via email for additional availability.

Schedule an [office appointment](https://calendly.com/joshua-ege/office-hours) <https://calendly.com/joshua-ege/office-hours>

**Wednesday**  
12:30-4:30PM

**Location**  
ROOM: 1904

**SCHEDULE**

This is a schedule of assignments and deadlines for the entire semester. Bring it with you to every class, as it will be reviewed at least once per class meeting. The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance. If you are absent, it is your responsibility to check with a classmate or professor for schedule revisions. Failure to turn in work in accordance with the class schedule will negatively impact your final grade in the course.

**All projects and weekly mini-deadlines are due at 11 AM on the due date.** You are responsible for turning in work on time and in the correct module within D2L regardless of attendance. Final digital files of projects must be turned into D2L. Failure to do so will result in a final grade of an "F".

**WEEK ONE: JANUARY 13**

- **Review**  
Course Syllabus
- **Assign**  
Package Analysis
- **Assign**  
Repackage Project

**WEEK TWO: JANUARY 20**

- **Review**  
Package Analysis
- **Review**  
Repackage Options

**WEEK THREE: JANUARY 27**

- **Due**  
Package Analysis
- **Due**  
Repackage Project: 10 Pencil Concepts

**WEEK FOUR: FEBRUARY 3**

- **Due**  
Repackage Project:  
2 Stylescape Options  
and diecut of package

**WEEK FIVE: FEBRUARY 10**

- **Due**  
Repackage Project:  
3 Layout Comprehensives  
with Stylescape update

**WEEK SIX: FEBRUARY 17****One on One & Group Review**

- **Due**  
Repackage Project: 3-D  
Layout Comprehensives and  
Flat Panels

**WEEK SEVEN: FEBRUARY 24**

- **Due**  
Repackage Project: Final  
Layout Review
- **Assign**  
Bottle & Label Project

**WEEK EIGHT: MARCH 3**

- **Due**  
Repackage Project Final
- **Due**  
Bottle & Label: 10 Pencil  
Concepts

**WEEK NINE: MARCH 10**

- Spring Break

**WEEK TEN: MARCH 17**

- **Due**  
Bottle & Label: 3 Layout  
Comprehensives with  
Stylescape

**WEEK ELEVEN: MARCH 24****One on One & Group Review**

- **Due**  
Bottle & Label: 3, 3-D  
Bottle Comprehensives and  
Flat Labels with updated  
Stylescape

**WEEK TWELVE: MARCH 31**

- **Due**  
Bottle & Label: Final  
Layout Review
- **Assign**  
Packaging System

**WEEK THIRTEEN: APRIL 7**

- **Due**  
Bottle & Label
- **Due**  
Packaging System: 10 Pencil  
Concepts

**WEEK FOURTEEN: APRIL 14**

- **Due**  
Packaging System:: 3 Layout  
Comprehensives with  
Stylescape

**WEEK FIFTEEN: APRIL 21****One on One & Group Review**

- **Due**  
Packaging System: 3, 3-D  
Layout Comprehensives and  
Flat Panels of at least 3 Products  
with updated Stylescape

**WEEK SIXTEEN: APRIL 28**

- **Due**  
Packaging System: Final  
Layout Review

**WEEK SEVENTEEN: MAY 5**

- **Due**  
Packaging System
- **Class Discussion**