

**Oklahoma State University Institute of Technology**  
**Face-to-Face Common Syllabus**  
Fall 2017

**GRD 2623 CONSUMER DESIGN**

Emphasizes conceptual design solutions for projects ranging from thumbnail stage to super-comprehensives for 3D pieces, such as packaging and product display, and 2D pieces, such as magazine advertisements and annual reports. Solutions include design rationales that involve writing, marketing and printing production. Theory/Lab. Prerequisite: GRD 2523 or the School Dean's approval.

**Course Purpose:**

The purpose of this course is to prepare students for product development, product naming, packaging production, art directing photography, concept advertising, company branding and the development of a rationale.

**Type of Course:** Theory/Lab

**Credit Hours:** 3; Total clock hours of theory per semester: 25;

Total clock hours of lab per semester: 50.

**Class Length:** Full Semester

**Class Days and Times:** Monday and Wednesdays 12:30 PM – 2:55 PM

**Co-requisites:** GRD 2523 or School Dean's approval.

**Instructor Name:** Kurt W Stenstrom

**Instructor Phone:** (918) 293-5070

**Office:** Bldg. 300/HOS and Room 161

**Instructor Email:** [k.stenstrom@okstate.edu](mailto:k.stenstrom@okstate.edu)

**Contact:** My preferred method of contact is email. Please allow 24-48 hours to return your correspondence during the normal work week.

**Instructor's Office Hours:** Monday and Wednesday 3:15-4:30 PM by Appointment.

**School Name:** Visual Communications

**School Main Phone:** 918-293-5050

**REQUIRED TEXT, REFERENCES, AND MATERIALS**

**Texts:** *Packaging Design: Successful Product Branding from Concept to Shelf* by Marianne R. Klimchuk and Sandra A. Krasovec ISBN-10: 047172016X

**Materials:**

Graphic design tool kit	previously purchased
Glossy Color Prints for Package Super Comp	\$75.00
Sketch book	\$10.00
5 - CDR disks	\$10.00
Rationale Spiral Binding	\$20.00
3M Super 77 spray adhesive	\$11.00
X-Acto No. 11 Blades	\$15.00

**Estimated Cost for Materials:** \$ 141.00

**Optional Resources:** Laptop, Adobe Creative Suite

**Upon completion of the course, students should:**

<b>Course Objectives</b>	<b>Assessment of Objectives</b>
Refer to publications, software, email, phone and the Internet to research industry jobs, positions, titles and requirements.	*Package and Branding.
Demonstrate the correct use of Adobe InDesign, Microsoft Office or iWork for project planning and communications.	*Package and Branding.
Write organized and well-developed design project rationales.	*Package and Branding.
Incorporate brainstorming, research, analysis, psychographic and demographic information to determine client design needs.	*Package and Branding.
Consolidate team brainstorming, research, analysis for concept development.	*Package and Branding.
Develop client brand needs that are targeted to the appropriate audience/clientele.	*Package and Branding.
Develop conceptualized strategies, media content, and design brand solutions for the client.	*Package and Branding.
Create timely, correct, and appropriate brand media needs.	*Package and Branding.
Recommend proposed solutions from the rationale brand design.	*Package and Branding.
Formulate design rationales to satisfy the interests of the client and target audience.	*Package and Branding.
Produce historical design techniques and styles used by current professionals and masters in the industry.	*Package and Branding.

Aspects of the course objective assessments may be used in the university's assessment of student learning. If applicable, an asterisk (\*) above indicates this assignment is used in the university assessment program.

## **COURSE ACTIVITIES**

In this course students, will:

- Read text and participate in class discussions of readings.
- Participate in in-class activities and demonstrations.
- Develop and complete projects as assigned by instructor.
- Design all assignments produced in this class.
- Art Direct and work with photographer to produce imagery as assigned by instructor.
- Design and complete Product Package, Ad, Annual Report, and Rational Workbook as assigned by instructor.

**EVALUATION - GRADES WILL BE BASED ON THE QUALITY AND COMPLETION OF THESE TASKS:** *(NOTE-Please indicate the course specific evaluations. List assignment(s) used in the university's assessment of student learning as separate line items and marked with an asterisk.)*

<b>Assignments</b>	<b>60%</b>
Product Package	250pts
Brand Media	200pts
Photography Art Direction	120pts
Annual Report	160pts
Brand Design Rational	100pts
<b>Performance</b>	<b>40%</b>
Weekly Performance, 10pts @ 15 Assignment	150pts.
Presentation/Critiques, 50pts @ 6 Quizzes, 25pts @ 3	300pts. 75pts.
<b>Total</b>	<b>100%</b>

<b>OSUIT Grading Scale</b>
A = 90%-100%
B = 80%-89%
C = 70%-79%
D = 60%-69%
F = 59% & below

\*The student's grade for this assignment will be used in the university's assessment of student learning. A 70% competency or higher receives a Pass rating. This Pass/Fail rating is independent of the student's course grade.

Quizzes, small weekly assignments (see below): Normal return time to student by next class meeting or no later than one (1) week.

Major assignments listed above and similar type projects: Normal return time to students in one (1) to two (2) weeks.

## **RECOMMENDED STUDENT COMPETENCIES/SKILLS**

- Utilize office software products effectively, such as InDesign, Illustrator, Word, Excel, PowerPoint.
- Apply mathematical skills such as adding, subtracting, multiplying, and dividing.
- Perform measuring for packaging production.
- Write body copy, packaging copy and ad copy.

- Create packing prototypes.
- Art direct photographer to provide imagery of packaging and advertising

### **AUTHORIZED TOOLS**

Students may use any/all course materials, including books, the Internet, approved image library's, relevant applications, class critiques and notes, while participating in classroom activities. All quizzes, and projects are to be completed independently.

### **ASSIGNMENTS**

Unless otherwise specified by your instructor, all assignments will include the student's name, the assignment sheet, 1 multipage PDF, and the packaged working files on a labeled DVD for evaluation. Method of submitting files is determined by the instructor and will be stated with each assignment. Proofread your documents carefully for typographic errors, spelling, or grammatical errors will reduce your grade. Each student is expected to produce original work. (See Syllabus for Academic Dishonesty.) Copying assignments, or disks/files will result in zero points for each party involved. Copying assignments or illegal use of software may result in the student being withdrawn from the course. It is illegal to pirate software, images, or music.

**Assignments:** Subject to change at instructor discretion. \* These are assessment assignments.

#### \*Product Package

Assignment 1 -1 <sup>st</sup> Five Products	10 pts.
Assignment 2 -2 <sup>nd</sup> Five Products	10 pts.
Assignment 3 –Final Product Selection	10 pts.
Assignment 4-2 Package Variation Sketches	10 pts.
Assignment 5-2 Package Structure 3D Mockups	20 pts.
Assignment 6 –Package Concept Brand Boards	20 pts.
Assignment 7 -2 Color Package Mockups	20 pts.
Assignment 8 Final Package Design Layout	50 pts.
Assignment 9 3D Package Design Super Comp	100 pts.

#### \*Branding Media

Assignment 10 -2 Rough Ad Concepts	10 pts.
Assignment 11 -2 Detailed Ad Concepts	10 pts.
Assignment 12 -1 Final Ad Layout	80 pts.
Assignment 13 Ad Super Comp Final	100 pts.

#### Photography Art Direction

Assignment 14 Photography Meeting	10 pts.
Assignment 15 Photography Contract	10 pts.
Assignment 16 Package & Ad Photography	100 pts.

#### Annual Report

Assignment 17 Theme/Thumbnails/Copy/Content	10 pts.
Assignment 18 Annual Report Layout	50 pts.
Assignment 19 Annual Report Super Comp	100 pts.

#### Final Corporate Design Rationale

Assignment 20 Consumer Design Rationale	100 pts.
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**TOTAL 730 pts.**

## **LATE WORK**

**Late Work Policy:** Ten percent (10%) of the total possible points for a project will be deducted from the final grade for each day (not including weekends) a deadline is missed. The same deduction will be applied to missing special presentations or demonstrations unless otherwise specified with project instructions. Any work handed in unfinished will be considered incomplete and can be counted as a zero. The final project will not be accepted after due date specified with project instructions.

## **TESTING**

Quizzes are given randomly throughout the trimester and may be given at the beginning or end of any class period. Students must be in class and on time to take the quizzes. Quizzes cannot be made up. Testing will be completed independently; no collaboration with classmates is permitted and any instance of such will be considered academic dishonesty. After the start of the no student will be allowed to enter the classroom until the end of testing. Leaving the classroom for any reason during testing will be considered a completion of the quiz. No phones, computers, food, drinks, notes, books, Internet or other materials will be allowed unless noted before the start of testing. (Only tests can be independently scheduled before the day of testing)

## **PERFORMANCE, ASSIGNMENT CRITIQUES, ASSIGNMENT STEPS and QUIZZES**

**Class Performance:** Participation in the daily class curriculum is a daily grade of **10pts** that will be assessed as part of the Performance Grade weekly. It is important because the skills and assignments in this class are explained to the students with lectures and demonstrations.

Assignments are given with demonstrations on how to accomplish them. Often, shortcuts and helpful tips are given on how to get the job done in the most expedient, efficient production manner. Reading material, handouts, or other resource materials are given out at this time. Students are required to take thorough notes on the step-by-step instructions. Lectures and demonstrations missed will not be made up. **NOTE: Missed information may not be repeated if the student misses or leaves the class.** Students are expected to work appropriately with others, use time effectively, be dependable, and be responsible for and respectful of their own area as well as other students and the school's property. **Use of Cell phones is not permitted in class.** We respectfully request that all cell phones be set to no audible noise and that students not interrupt lectures or demonstrations by leaving class to conduct personal business. The use of iTunes, iPods, or other individual music players, is not permitted in class except at the permission of the instructor. If permission is granted, headphones will be required and only during workdays. Students are expected to dress in an appropriate manner and behave professionally at all times. Acceptable performance / behavior will include, but not be limited to, the demonstration of:

- Good work ethic
- Dress and language use appropriate for professional workplace
- Positive attitude
- Wise use of class time
- Working well with others; respecting and not disrupting others
- Being prepared for class
- Participation in class discussions, demonstrations, and projects

- Accurately following written and verbal instructions
- Meeting deadline schedules
- Leaving your work area neat at the end of class
- Following all computer use and lab rules handout

**Tardy Policy:** If a student comes to class late there will be no daily performance grade, it is the student’s responsibility to check in with the instructor at the end of class, or they will be recorded as absent.

**Assignment Presentations/Critiques:** Students will complete up to 3 assignment critiques of their work completed in the steps. If assignment critique material is not complete and presentable at the time stated by the instructor no points will be awarded.

All presentation/critique materials will include a 2D/3D comprehensive mockup and support materials in a single PDF document place in the online classroom Consumer Design/Dropbox These presentation/critiques will be used to refine the development of final assignments. The assignment critiques are **50pts** each for a total of **300pts**

**Assignments:** Students will complete 20 assignments. If assignments are not complete and presentable at the time stated Late Work Policy will be enforced except for presentations/critiques where no points will be given.

All assignment materials will include support materials and research stated in the lectures. These materials will be placed in a single PDF document place in the online classroom Consumer Design/Dropbox

**Quizzes:** Two (2) quizzes may be given randomly throughout the trimester. Quizzes are worth **25pts** each for a total of **50pts**. They will cover material given in lecture and/or assigned reading. Students must be in attendance and in class on time to be allowed to take the quizzes, as they cannot be made up.

**SYLLABUS ATTACHMENT**

View the Syllabus Attachment, which contains other important information, by visiting [http://osu.it.edu/center/student\\_syllabus\\_information](http://osu.it.edu/center/student_syllabus_information)

<b>Course Schedule</b>			
<b>Course Outline Schedule</b>	<b>Topic</b>	<b>Assignment</b>	<b>Due Date</b>
<i>Day/Week 1</i>	<p><b>Syllabus review:</b> Class expectations, projects, assignments, production steps, research, PDF construction, and PDF assignment presentations and class critiques.</p> <p><b>Lecture:</b> Name Generation – Igor-</p>	<p><b>Reading:</b> Chapter 1: Accounting For the Past Chapter 2: Defining Packaging Design Chapter 3: The stakeholders, client and target audience</p> <p><b>Assignment 1 Due:</b> Product Possibilities – 1<sup>st</sup> five products w/thumbnails, name and rationale in a PDF</p>	<p>9/11</p> <p>9/11</p>

	naming-guide, marketing message (tagline).	<b>Presentation Assignment 1:</b> Product Possibilities – 1 <sup>st</sup> five and select 1.	9/11
<i>Day/Week 2</i>	<p><b>Lecture:</b> Selection of your product package from the best three (3) products. Discuss the rationale, parent company, and product name, target audience, concept and design style, parent company logos, marks, product logo/taglines, competitors, etc.</p> <p><b>Lecture:</b> Structural designs, concept ideas, and rationale details. – Colors, graphics, logos, imagery, typography, content, package sides, retail product placement, legal requirements, etc.</p>	<p><b>Assignment 2 Due:</b> Product Possibilities – 2<sup>nd</sup> five products w/thumbnails, name and rationale in a PDF.</p> <p><b>Presentation Assignment 2:</b> Product Possibilities – 2<sup>nd</sup> five and select 1.</p> <p><b>Reading:</b> Chapter 4: Design Fundamentals Chapter 10: The Design Process</p> <p><b>Assignment 3 Due:</b> Refined best three (3) products with rationales, Parent Companies with Company Names in a PDF.</p> <p><b>Reading:</b> Chapter 8: Structures and Materials</p>	<p>9/13</p> <p>9/13</p> <p>9/13</p> <p>9/18</p> <p>9/18</p>
<i>Day/Week 3</i>	<p><b>Lecture:</b> Product content and marketing message (tagline). Product content and marketer’s message are immediate (<i>page 51</i>). Copy for packaging, includes detail outlined on each panel (<i>page 84</i>).</p> <p><b>Lecture:</b> Retail strategy (Department Stores, Discount Stores, Warehouse Stores, Variety Stores, Etc.) – product branding,</p>	<p><b>Final Presentation Assignment 3:</b> 3 Product possibilities with rationales, parent company and product names.</p> <p><b>Reading:</b> Chapter 5: Typography Chapter 6: Communicating With Color Chapter 7: Communicating With Imagery</p> <p><b>Trip:</b> Retail Research – Wal-Mart product review for branding, product placement,</p>	<p>9/20</p> <p>9/20</p> <p>9/25</p>

	product placement, environment, displays, end caps and packaging types, samples and shipping distribution.	displays, end caps and packaging types and samples.  <b>Assignment 4 Due:</b> Refined two (2) package structures with sketches, dimensions and/or photos.	9/25
<i>Day/Week 4</i>	<p><b>Lecture:</b> Product Branding –Concept Brand Boards Discuss product logos (<i>typographical, iconic and descriptive</i>), typographical content treatments (headlines, subhead, tagline, copy, legal content), color combinations, logos, typographical thumbnails (<i>page 196-7</i>), color combinations, concept brand boards (<i>page 191</i>) and color combinations, imagery photo/illustration styles</p> <p><b>Lecture:</b> Production and Two (2) 3D Package Layouts – construction/prototype, actual package samples (<i>homework</i>), substrate materials, thickness, printing types, folds, tabs, scoring, die cutting, inks, laminates and specialty processes</p>	<p><b>Assignment 6 Due:</b> Concept Brand Boards, Product Logos (<i>typographical, iconic and/or descriptive</i>), typographical content treatments (headlines, subhead, tagline, copy, legal content), 2 Color Combinations and 2 Imagery Photo/Illustration styles</p> <p><b>Assignment 5 Production:</b> Mockup (2) 3D package wireframe structures using white paper</p> <p><b>Reading:</b> Chapter 9: Planning for Production Chapter 12: Understanding Legal Issues</p>	9/27  10/2  10/2
<i>Day/Week 5</i>	<b>Lecture:</b> Discuss printing types and production processes.	<b>Assignment 5 Due:</b> Submit two (2) Adobe Illustrator package structures (flat wireframes with trims, die cuts, scores/folds.)	10/4



		<p><b>Assignment 7 Production:</b>  (2) 3D package color mockup structures with product logos  <i>(typographical, iconic and/or descriptive)</i>, typographical content treatments (headlines, subhead, tagline, copy, legal content), color, graphics and imagery/illustration styles</p>	10/9
<i>Day/Week 6</i>	<p><b>Lecture:</b> Ad concept themes, target market, media placement, frequency, costs and <i>geographic locations, magazine genres and advertisers media kits.</i></p> <p><b>Lecture:</b> Sample Ad concept techniques</p>	<p><b>Assignment 7 Class Critique:</b> Critique of 2–3D Package Layouts and final selection</p> <p><b>Assignment 8 Production:</b>  (1) 3D package color mockup layout structure with product logo <i>(typographical, iconic and/or descriptive)</i>, typographical content treatment (headlines, subhead, tagline, copy, legal content), color, graphics and imagery/illustration style</p> <p><b>Reading:</b> See web links for Branding Media.</p>	<p>10/11</p> <p>10/16</p> <p>10/16</p>

<p><i>Day/Week 7</i></p>	<p><b>Lecture: 3D</b> Prototype development and production for super comp.</p> <p><b>Lecture:</b> Ad concept campaigns, images, headlines, copy, call to action, logos, product images, production sizes, art direction, photo shoots, photographers, copyrights, contracts and costs.</p>	<p><b>Assignment 8 Class Critique:</b> Critique of final 3D Package Layout</p> <p><b>Assignment 9 Due:</b> 3D Package Super Comp</p>	<p>10/18</p> <p>10/23</p>
<p><i>Day/Week 8</i></p>	<p><b>Lecture:</b> Product photographs, Ad concept photos, Art direction ad roughs showing layout and placement of all assets (<i>headlines, products, logos, etc.</i>), and photographers contracts.</p> <p><b>Lecture:</b> Annual Reports the who, what, why, when, where and how's,</p>	<p><b>Assignment 10 Due:</b> Submit 2 ad media concept themes for possible campaigns.</p> <p><b>Assignment 11:</b> Rework 2 ad media concept themes for class presentation and critique</p>	<p>10/25</p> <p>10/30</p>
<p><i>Day/Week 9</i></p>	<p><b>Lecture:</b> Photographers and Clients (<i>designer</i>) Detailed Contract – Contact information (phone, email), detailed image needs (<i>product/ads</i>), timeline schedule with dates, locations, props, models, etc.</p> <p><b>Lecture:</b> Annual Report Assignment 17, theme concept, sections, copy and content.</p>	<p><b>Assignment 11 Class Critique:</b> 2 different ad rough concepts detailing headlines, image ideas, copy placement, product placement, call to action, marks, copyrights, trademarks, etc.</p> <p><b>Assignment 12 Due:</b> Final Ad layout with concept detailing headline, image comp, copy placement, product placement, call to</p>	<p>11/1</p> <p>11/6</p>

		<p>action, marks, copyrights, trademarks, etc.</p> <p><b>Assignment 14: Ad Presentation to Photographers</b> Photography Meeting to team with a photographer for Product and Ad imagery.</p>	11/6
<i>Day/Week 10</i>	<p><b>Lecture:</b> Discuss Annual Report production process for Assignment 18, the color layout comps.</p>	<p><b>Assignment 15 Due:</b> Final Photographer and Client (<i>designer</i>) Detailed Contract</p> <p><b>Photography and Production Work:</b> Art direction for package and ad photography, Assignment 16.</p>	<p>11/8</p> <p>11/13</p>
<i>Day/Week 11</i>	<p><b>Lecture:</b> Discuss Annual Report Assignment 19, the final Super Comp and the deadline.</p>	<p><b>Photography and Production Work:</b> Art direction for package and ad photography, Assignment 16.</p> <p><b>Assignment 16 Art Direction Photos Due:</b> All digital photographic files from package photography showing all sides and ad concept photography</p>	<p>11/15</p> <p>11/20</p>
<i>Day/Week 12</i>	<p><b>Lecture:</b> Discuss all final projects for the Capstone Portfolio Review.</p>	<p><b>Assignment 17 Due:</b> Annual Report theme concept and copy content.</p>	11/27
<i>Day/Week 13</i>	<p><b>Lecture:</b> Discuss Assignment 20, Consumer Design Rationale.</p>	<p><b>Assignment 18 Due:</b> Annual Report color layout comps.</p> <p><b>Assignment 13 Due:</b> Ad Super Comp Final of the product ad concept campaign.</p>	<p>11/29</p> <p>12/4</p>

<i>Day/Week 14</i>		<b>Assignment 19 Due:</b> Annual Report Assignment 19, Final Super Comps.	12/6
<i>Day/Week 15</i>		<b>Assignment 20 Due:</b> Assignment 19, Consumer Design Rationale.	12/13

Schedule is subject to change at instructor discretion.