

This schedule is a tentative outline of how the course assignments will progress through the first half of the semester. Dates and assignments are subject to change as individual and group projects develop. Always refer to current project handouts for most updated information. There is not set time for meeting with Engineers other than dates. We will set these at the beginning of the semester based on their and your availability but it will be during or close to the timing of their class.

### **Week One**

#### **Tuesday, January 13**

Review syllabus, discuss course structure

Lecture: packaging design

Briefly Introduce class project

Introduce Box Packaging Warm-Up Project

Assignment:

(1) Order supplies, bring 3-ring binder, sketchbook, pencil, eraser, ruler, scissors, x-acto

#### **Thursday, January 15**

Practical: working with paper

Research packaging examples

Come up with possible names for your beverage

Assignment:

(1) sketches for Wine Label / Packaging

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### **Week Two**

#### **Tuesday, January 20**

Review, refine sketches

Assignment:

(1) Translate sketches into electronic form

#### **Thursday, January 22**

Review comps

Assignment:

(1) Refine comps

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### **Week Three**

#### **Tuesday, January 27**

Continue with development

Assignment:

(1) Print box in B&W and put it together

**Thursday, January 29**

ROUGH BOX MOCK UP DUE

Assignment:

- (1) Prepare for pre-critique
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**Week Four**

**Tuesday, February 3**

Pre-critique

Print and fold packaging

Assignment:

- (1) Prepare for critique, write rationale

**Wednesday, February 4, 6:30–7:50 pm (CTC 113)**

ENGINEERS PRESENT PRELIMINARY IDEAS

Graphic Designers pick their groups

Assignment:

- (1) Set up a meeting for early next week with your group
- (1) Work with Engineers on naming the product

**Thursday, February 5**

PACKAGING CRITIQUE

Assignment:

- (1) Prepare Packaging Project to be handed in
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**Week Five**

**Tuesday, February 10**

Bring in potential names for your project

Work on sketches for identity

Assignment:

- (1) Finish up sketches
- (2) Send a list of potential names to your group for feedback

**Thursday, February 12**

HAND IN PACKAGING PROJECT

Review sketches

Refine sketches, focusing your efforts on refining the identity marks

Assignment:

- (1) Refine sketches
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### **Week Six**

#### **Tuesday, February 17**

Review rough comps, translate into digital form

Assignment:

- (1) Refine comps

#### **Wednesday, February 18**

MEET WITH ENGINEERS, DISCUSS PRODUCT NAMING  
AND SHOW SKETCHES / COMPS

#### **Thursday, February 19**

Develop ideas

Assignment:

- (1) Prepare for pre-critique
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### **Week Seven**

#### **Tuesday, February 24**

PRE-CRITIQUE: BE READY TO PRESENT

6 DIFFERENT, REFINED IDEAS (with at least three different names)

Propose primary and secondary color schemes for the various ideas

Assignment:

- (1) Touch base with your group via email
- (2) Prepare for Critique, write rationale

#### **Thursday, February 26**

**CRITIQUE: IDENTITY PROPOSAL:**

**6 FINISHED LOGOS AND 3 NAME VARIATIONS**

Assignment:

- (1) Incorporate feedback
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### **Week Eight**

#### **Monday, March 2**

**ENGINEERS HAVE INTERIM PRESENTATIONS**

**SUPPLY PRELIMINARY LOGOS**

MEET WITH ENGINEERS, THEY CHOOSE FINAL LOGO,

DISCUSS TAG LINES / COLOR SCHEME

**Tuesday, March 3**

Last minute touches before sending to your group

Assignment:

- (1) Send labeled slides with six logos to your group by the end of the day. Engineers should let you know which logo they chose by March 7.

**Thursday, March 5**

Bring finalized identity for last check

Start working on Identity Manual

Introduce Packaging assignment

Assignment:

- (1) Continue developing Identity Manual
  - (2) Develop sketches for Packaging
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**Week Nine March 10–15**

**Spring Break**

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**Week Ten**

**Tuesday, March 17**

Review packaging sketches

Check on Identity Manual Progress

Assignment:

- (1) Refine 3 sketches for packaging
- (2) bring materials for mock up

**Thursday, March 19**

ID Manual pre-critique

Refine layouts for Packaging

Build a very rough mock up of the package, just shape, no design

Assignment:

- (1) Prepare Identity Manual for Critique
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**Week Eleven**

**Monday, March 23**

MEET WITH ENGINEERS, DISCUSS PACKAGING IDEAS, SHOW SKETCHES, RECEIVE INTERIM PROGRESS PPT / REQUEST INFO FOR PACKAGING COPY

**Tuesday, March 24**

IDENTITY MANUAL CRITIQUE (DIGITAL FORM)

Lecture: Consumer Behavior

Review progress on Packaging

Assignment:

- (1) Create a template for packaging

**Thursday, March 26**

HAND IN IDENTITY MANUAL

Apply design to packaging template your created.

Lecture: Advertisements

Assignment:

- (1) Refine design and prepare for pre-critique
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**Week Twelve**

**Tuesday, March 31**

Packaging Pre-critique

Introduce Advertisements project

Assignment:

- (1) Prepare for critique

**Thursday, April 2**

PACKAGING CRITIQUE

Lecture: Copywriting

- (1) Create sketches and write slogans for advertisements
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**Week Thirteen**

**Tuesday, April 7**

Review and refine sketches for advertisements, need to include headline copy/slogans as well as visuals

Assignment:

- (1) Finalize packaging, prepare to hand in
- (2) Bring camera, etc so that you can professionally photograph your packaging

**Wednesday, April 8**

MEET WITH ENGINEERS, DISCUSS ADVERTISEMENT CONCEPTS, COPY AND REVIEW SKETCHES

**Thursday, April 9**

HAND IN PACKAGING

Photograph Packaging for your portfolio/layouts

Translate Advertisement layouts to computer

Assignment:

- (1) Touch up photographs
  - (2) create any illustrations or obtain images for your ads
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**Week Fourteen**

**Tuesday, April 14**

Bring photos to class, incorporate into layouts if using them

Incorporate imagery into your ads

Assignment:

- (1) Refine layouts

**Thursday, April 16**

Review layouts in class

Write all support copy

Assignment:

- (1) Incorporate feedback
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**Week Fifteen**

**Tuesday, April 21**

Work day: last touches to the ads

Assignment:

- (1) Prepare a mock up for pre-critique

**Thursday, April 23**

Advertisements Pre-critique

Assignment:

- (1) Incorporate feedback
  - (2) Prepare for advertisements critique
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**Week Sixteen**

**Tuesday, April 28**

ADVERTISEMENTS CRITIQUE

Assignment:

- (1) Bring PDFs of all projects on a CD to hand in
- (2) Email visuals of advertisements and packaging to your group if you have not done so by the end of the day
- (3) Lend packaging mock up and printed ads to your group for presentations

University of the Pacific

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ARTS 171 GRAPHIC DESIGN III

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Spring 2015 by Marie Anna Lee mlee2@pacific.edu

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[marieannalee.com/arts171/](http://marieannalee.com/arts171/)

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**Thursday, April 30**

Hand in PDFs of all work

Hand in Advertisements

**Wednesday, May 4 6:30–8:30**

ENGINEERS HAVE FINAL PRESENTATIONS,  
come and enjoy seeing your work in use. Photos from the presentations  
are quite effective in senior portfolios ;) (Not mandatory to attend.)