

**COURSE OUTLINE IDES 3105A • VISUAL COMMUNICATION AND PACKAGE DESIGN •  
FALL(2022)**

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**Instructor: Ilesh Parmar**

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Location: remote

Office Hours: Enter Day/Time or preferred statement.

**Teaching Assistant: Son Vu Dang**

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Office Hours: TBD

**Time and Location:** Please refer to Carleton Central under Student Services – Registration or Search Schedule: [https://central.carleton.ca/prod/bwysched.p\\_select\\_term?wsea\\_code=EXT](https://central.carleton.ca/prod/bwysched.p_select_term?wsea_code=EXT)

**Course Description**

A survey of visual communication and package design principles relevant to industrial designers. Product/brand definition and corporate identity through package design. Includes: Experiential Learning Activity. Prerequisite(s): IDES 1301 or permission of the School of Industrial Design. Lectures and tutorials three hours a week.

**Learning Outcomes**

By the end of this course, students will be able to:

1. Discuss the historical evolution of the field of visual communication.
2. Develop an understanding of the theoretical principles of visual communication.

3. Apply technical skills to graphics, branding and packaging projects.
4. Follow the brand identity development process from concept to final presentation.
5. Differentiate key considerations of print versus digital design and production.
6. Discuss the positive and negative impacts of packaging including sustainability.
7. Follow the packaging development process to the point of print production.
8. Facilitate communication with printers and suppliers.
9. Effectively communicate ideas through visual and oral presentations.
10. Adopt professional behaviour.

### **Course Deliverables**

These are the deliverables for this course. Please see 'Appendix A Course Schedule' for more detailed information.

Assignment 1: Typographic invitations	30%	Due: October 3rd, 2022
Assignment 2: Personal brand identity	35%	Due: November 7 <sup>th</sup> , 2022
Assignment 3: Branded packaging	35%	Due: November 28 <sup>th</sup> , 2022

### **Student Access to Quiz, Test and Exam Papers**

Examinations are for evaluation purposes only and will not be returned to the student.

### **Required Materials**

Materials required for the course are listed below. You may be asked by your instructor to refer to cuLearn for a more comprehensive list of required materials.

No additional materials required. Lectures are largely presentation- and discussion-based, with class participation encouraged where possible. Some classes will include software tutorials (Adobe Illustrator). For these classes, students will be notified ahead of the scheduled class.

**Important note for students:** All assignments given in this class will require students to develop designs and layouts. The recommended software title used and taught in this class are Adobe Illustrator and

Adobe Acrobat Pro. While alternative software titles may be used (e.g., Affinity), it is recommended that students have access and basic knowledge of Adobe Illustrator and Adobe Acrobat.

## **Computer Requirements**

Please refer to the computer requirements on the School of Industrial Design Website. You may be asked by your instructor to refer to cuLearn for other information or requirements related to computer work.

<http://www.id.carleton.ca/undergraduate/about-the-bid-program/computer-requirements>

## **Individual/Group Work**

Courses may include individual and group work. It is important in collaborative work that students clearly demonstrate their individual contribution.

## **Review/Presentation Attendance**

Attendance at scheduled SID Reviews/Presentations is mandatory. These are equivalent to exams when indicated in the course outline. Failure to attend the Review/Presentation without reasonable cause, will result in a grade of F. Students arriving late for the Review/Presentation or not remaining for the complete session without approval from the instructor, will be addressed on a case-by-case basis at the discretion of the instructor.

If you are not able to attend a Review/Presentation, foresee arriving late or need to leave before it is complete, please email your instructor in advance explaining the reason for the situation. It is important that you provide a reasonable rationale for your absence, late arrival or early departure. In the event of an illness or death in the family, you will be required to sign a form verifying your claim and this form is available through the SID administration office.

## **Late Submission of Lecture & Studio Deliverables**

Students who do not hand in deliverables on time will have their earned grade reduced by 10% per day up to a maximum of 3 days.

## **Participation and Professionalism**

Active participation and professional conduct (e.g. class discussion, consultations with instructors, work ethic, etc.) are important in lecture and studio courses and may be formally evaluated by a grade. Professionalism also includes Carleton's Policy on Academic Integrity described in more detail below with links to content which you are required to review.

## **Academic Integrity**

*Carleton's Policy on Academic Integrity* is available at: <https://carleton.ca/registrar/academic-integrity/> and covers the following topics:

*Plagiarism* (e.g. submitting work in whole or in part by someone else, failing to acknowledge sources through the use of proper citations when using another's work).

*Test and Exam Rules* (e.g. attempting to read another student's exam paper, speaking to another student even if the subject matter is irrelevant to the text, using material not authorized by the examiner).

*Other Violations* (e.g. improper access to confidential information, disruption in classroom activities, misrepresentation of facts for any academic purpose).

This policy governs the academic behavior of students. In industrial design, ideas and concepts come from a multitude of sources and may be modified and utilized in the design and development process. The student should reference such sources appropriately and it is strongly advised that you read Carleton's Policy on Academic Integrity prior to conducting any work at the University.

## **Requests for Academic Accommodation**

You may require special arrangements to meet your academic obligations during the term. For an accommodation request for any of the following topics below, refer to the link provided for more information: <https://students.carleton.ca/course-outline/>

- *Parental Leave*
- *Religious/Spiritual Obligation*
- *Academic Accommodations for Students with Disabilities*
- *Survivors of Sexual Violence*

- *Accommodations for Student Activities*

### **Student Responsibility**

The student is responsible for knowing the content of this course outline; the schedule of classes, assignments, and/or Reviews; and the material that was covered when absent. The studio is a professional environment and students should be working during the scheduled hours.

Unless otherwise arranged, the class will meet during scheduled class hours. Please note that attendance is important since issues and questions may be raised in class, and announcements made, along with information disseminated through cuLearn. As external professionals are often involved in our work, scheduling changes for guest lectures, presentations, and Reviews may occur at short notice, requiring students to stay informed.

### **Changes to the Course Outline**

The course outline may be subject to change in the event of extenuating circumstances.

### **Appendix A - Course Schedule**

*See: IDES 3105A Visual Communication and Package Design F22 Appendix A – Course Schedule.*