COURSE OUTLINE IDES 3105A • VISUAL COMMUNICATION AND PACKAGE DESIGN •

FALL(2021)

Instructor: **Ilesh Parmar**

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Location: remote

Office Hours: by appointment

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Time and Location: Please refer to Carleton Central under Student Services – Registration – Search

Schedule: 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 4th, 2021
Assignment 2: Personal brand identity	35%	Due: November 8th, 2021
Assignment 3: Branded packaging	35%	Due: November 29th, 2021

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 Brightspace 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 Brightspace 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 Brightspace. 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 F21 Appendix A – Course Schedule.

IDES3105A Fall 2021 — Course Schedule (Course Outline Appendix A)

Week	Date	Lecture/Activity
1	Sept. 13th	Course introduction & overview; history of graphic design **Assignment 1: Typographic product ads (introduction)**
2	Sept. 20th	Type, typography & layout; typography rules
3	Sept. 27th	Supporting messages with design; applications of graphic design principles; graphic design for digital vs. print applications
4	Oct. 4th	Understanding colour and print process; how to use the Pantone system; digital vs. offset printing; file types & handling; exporting proper PDFs **Assignment 1: Hand-in** **Assignment 2: Brand identity design (introduction)**
5	Oct. 11th	Introduction to brand identity; adaptive brands; logo development process
6	Oct. 18th	Introduction to branding **Assignment 3: Branded packaging (introduction)** **Assignment 2: Zoom consultations**
7	**Oct. 25th**	**Fall Break. No classes**
8	Nov. 1st	Brand development process; creating touchpoints
9	Nov. 8th	Introduction to packaging and production; packaging process & methodologies (Part 1) **Assignment 2: Hand-in**
10	Nov. 15th	Packaging process & methodologies (Part 2); packaging strategy **Assignment 3: Zoom consultations**
11	Nov. 22nd	Packaging design workshop
12	Nov. 29th	Stocks, die cuts & paper packaging print process Communicating with printers & suppliers **Assignment 3: Hand-in**
13	Dec. 6th	Portfolio & presentation design guidelines **Instructor evaluations**