Advanced Processes - ART 464 801, CRN: 21072
COURSE SYLLABUS: Spring 2014

Instructor: Mitchell Casey McGarr
Office Location: UCD #327
Office Hours: Monday 1:00 – 3:00, Tuesday & Wednesday 4:30-5:30
Office Phone: 214-752-9050
Office Fax:
University Email Address: casey.mcgarr@tamuc.edu

COURSE INFORMATION

MATERIALS – TEXTBOOKS, READINGS, SUPPLEMENTARY READINGS:

Recommended- Communication Arts Magazine (student discount) $39.00, TheDieline.com or Box Bottle Bag By Andrew Gibbs

COURSE DESCRIPTION:

This course will address packaging design for the marketplace. Students will problem solve the needs of 2 dimensional visual design on 3 dimensional packaging. The creative process, execution of ideas, mock-ups, prototypes, thumbnails, rationale writing, critiques, and computer-generated comprehensives will be explored through weekly assignments.

STUDENT LEARNING OUTCOMES:

- Package Design solutions will include close attention to mock-ups, comprehensives, and prototypes.
- Product branding strategy will be emphasized.
- Study of typography, color, illustration and photography will be explored.
- Understanding the rigorous challenges of bringing 2 dimensional designs to a 3 dimensional design form.

COURSE REQUIREMENTS

COURSE STRUCTURE

The class will be a combination of lecture, in class work and critiques with outside class exercises and assignments. The weekly schedule will be rigorous and meant to mimic a “real-world” professional practice environment. A commitment to many hours of homework will be necessary to achieve the goals for this class and its completion. A basic understanding of typography will play a crucial role in all of your future design endeavors. This may very well be the most important class that you undertake in your design education.

CRAFTSMANSHIP

Your projects will be built by hand and will require a great deal of practice. When you are building and applying package design and labels, your craftsmanship will matter so the design will not be overpowered by imperfections of the final design prototype.

TECHNOLOGY REQUIREMENTS

COMMUNICATION AND SUPPORT

I am always willing to provide students help outside of class. Please email me to schedule an appointment to meet in my office or feel free to drop by during office hours. I am often out of the office so an appointment would helpful. My office phone number is 214.752.9050. You may e-mail me at casey.mcgarr@tamuc.edu with questions and will try to return your emails as soon as possible.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

ATTENDANCE:

- You may be absent from class twice.
- On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh.
- On your second absence you will receive an e-mail and you will contacted by Lee Whitmarsh.
- On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.
- Two tardies of 20 minutes or more equals an absence.
- A tardy of 60 minutes equals an absence.
- Two late returns from break of more than 10 minutes equals' one absence.
- If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.
- There is no distinction between excused and unexcused absences.

UNIVERSITY SPECIFIC PROCEDURES:

ADA STATEMENT

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
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu
Student Disability Resources & Services

STUDENT CONDUCT

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook).*

COURSE OUTLINE / CALENDAR