

Eastern Illinois University
Revised Course Proposal
AET 4863, Packaging Design Technologies

Banner/Catalog Information (Coversheet)

1. ☐ New Course or ☒ Revision of Existing Course
2. Course prefix and number: *AET 4863*
3. Short title: *Packaging Design Technologies*
4. Long title: *Packaging Design Technologies*
5. Hours per week: 2 Class 2 Lab 3 Credit
6. Terms: ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. Initial term: ☒ Fall ☐ Spring ☐ Summer Year: **2016**
8. Catalog course description: *A study of package design techniques and printing processes for consumer, commercial, and advertising products. Specialty inks, coatings, materials, and processes will also be examined.*
9. Course attributes: *N/A*

General education component: _____

☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active

10. Instructional delivery

Type of Course:

☐ Lecture ☐ Lab ☒ Lecture/lab combined ☐ Independent study/research
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: _____

Mode(s) of Delivery:

☒ Face to Face ☐ Online ☐ Study Abroad

☒ Hybrid, specify approximate amount of on-line and face-to-face instruction *2-50 minute sessions online, 2- 50 minute sessions face-to-face per week*

11. Course(s) to be deleted from the catalog once this course is approved. *NONE*

12. Equivalent course(s): *NONE*

a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☐ No

13. Prerequisite(s): *AET 1363 or permission of instructor*

a. Can prerequisite be taken concurrently? ☒ Yes ☐ No

b. Minimum grade required for the prerequisite course(s)? C

c. Use Banner coding to enforce prerequisite course(s)? ☒ Yes ☐ No

d. Who may waive prerequisite(s)?

☐ No one ☐ Chair ☒ Instructor ☐ Advisor ☐ Other (specify)

14. Co-requisite(s): N/A _____

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: *All*

b. Degrees, colleges, majors, levels, classes which may not take the course: N/A _____

16. Repeat status: ☒ May not be repeated ☐ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: 3

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions:

☐ Grade for course will not count in a student's grade point average.

☐ Grade for course will not count in hours toward graduation.

☐ Grade for course will be removed from GPA if student already has credit for or is registered in:

☐ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software None

Course Fee ☐ No ☒ Yes, Explain if yes *A \$75 course fee is required for this course. This fee covers consumables the students will use such as paper, ink t-shirts, ceramics, metals, and screen printing supplies. A \$25 field trip fee is also required for this course. This fee will cover trips to production facilities and/or industry trade shows.*

21. Community college transfer:

☐ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ____ Course is required for the major(s) of _____
 ____ Course is required for the minor(s) of _____
 ____ Course is required for the certificate program(s) of _____
X Course is used as an elective
2. **Rationale for proposal** : *This course is being revised to serve two purposes. 1: Learners engaged in course activities are in need of a flexible offering format to permit enrollment in this course. Therefore, offering a hybrid option opens up the opportunity for students to enroll in this course in a manner more convenient for them. 2: Other equivalent institutions (Illinois State, Western Illinois) are offering a similar course in this format. This makes such a course necessary to compete with other universities.*
3. **Justifications for (answer N/A if not applicable)**
Similarity to other courses: N/A
Prerequisites: *A foundation in development of graphics for various applications is strongly recommended as well as experience in publishing graphics. AET 1363 provides the needed foundation in graphics creation and production that will help contribute to the success of students in this course.*
Co-requisites: N/A
Enrollment restrictions: N/A
Writing active, intensive, centered: N/A
4. **General education assurances (answer N/A if not applicable)**
General education component: N/A
Curriculum: N/A
Instruction: N/A
Assessment: N/A
5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**
Online or hybrid delivery justification: *Many software companies have made their software tools more readily accessible for students. The Internet connection speed for many users has increased thereby allowing for higher quality rich media instruction to be delivered. Finally, the course management tools that the university now uses allows there to be a richer interaction between students and faculty. To accommodate this situation, many of the given activities may be completed in a hybrid format. All faculty who will deliver this course online are/will be OCDI (or appropriate equivalent) trained.*

Instruction: *Instructional techniques may include flipped classroom strategies, peer learning, video based lecture, instructor based demonstration, and/or online tutorials. In flipped classroom instruction, the instructor will ask students to read on a particular topic and then complete a short assignment in advance of the material being presented. The students will also engage in a short discussion regarding the topics being presented. Certain elements of the course may require the students to teach one another a concept via video, screencast or podcasting. For these assignments, students will work in small groups to present each other material, work through the concepts, and complete assignments related to the topic. Video based lecture may be used present certain topics from the instructor. In these videos, the instructor will introduce material, complete demonstrations, and show examples of material to be learned. To supplement the videos, the instructor will create tutorials on how to apply and utilize certain tools and techniques or ask students to complete online tutorials.*

Integrity: *Assignments and/or papers will require that students submit work to a dropbox in the course management system where it will be checked for plagiarism. Assignments will be designed to where students will also have to draw on experiences, case studies, and/or develop solutions to problems that would be difficult to replicate from classmates. Projects will be applied and design based. Therefore the projects will rely upon the students developing and creating new designs of Websites unique to a particular client or customer and therefore difficult to replicate. Presentations of work will require students to complete a screencast and/or computer based presentation where the student will present the results of their work to their classmates. Students involved in peer review of classmates projects and presentations will be required to give feedback via discussion boards or synchronous chat rooms. All assignments, papers, projects, presentations, and critiques will be assigned a rubric that students must review and adhere to. All rubrics will be given to students on the first day of class. Finally, exams and quizzes will be administered through the course management system. Exams and quizzes will validate that students have retained knowledge from all instructional activities. Graduate students will be required to complete a research paper on a current topic in the realm of emerging packaging technologies. This paper must go into depth on the issues and trends facing the topic, propose solutions and alternatives, and review practical case studies of implementation of these solutions. The resulting research paper must be submitted to a journal or academic conference for dissemination.*

Interaction: *This course will rely upon email, discussion boards, chat rooms, and remote assistance tools. The instructor will frequently respond to emails to address any concerns*

that students might have and send out messages to remind students of important due dates and address any other issues students may have. Discussion boards will be used as areas to discuss the topics of the week asynchronously. Students will be required to complete discussions with the whole class and/or small groups. Forums may also be set up for students to share issues or work collaboratively to solve problems on lab assignments. Chat rooms will be encouraged for both instructor to student interaction as well as student to student interaction synchronously. In the chat room, students may ask questions, give answers, and share information. Remote assistance tools will be relied upon heavily for this course. Issues that students may be unable to solve on their own may require a digital helping hand. Remote assistance software will be used to demonstrate to students synchronously or help to solve issues.

Model Syllabus (Part II)

Please include the following information:

1. Course number and title

AET 4863 Packaging Design Technologies

2. Catalog description

A study of package design techniques and printing processes for consumer, commercial, and advertising products. Specialty inks, coatings, materials, and processes will also be examined.

3. Learning objectives.

- 1) Explain the concepts and processes of package design and printing. (WCR 1-7) (Grad 1-4)
- 2) Identify the historical development of packaging, specialty inks, and coatings development. (WCR 1-7) (Grad 1-4)
- 3) Select appropriate printing and finishing processes, ink, coatings, and substrates for packaging, membrane, and RFID applications. (CT 2, 3, 4) (Grad 1-2)
- 4) Apply design principles to create a commercially viable package. (CT 2, 3, 4) (Grad 1-2)
- 5) Produce and photograph package mockups. (CT 2, 3, 4) (Grad 1-2)
- 6) Present conceptual package designs in a professional format. (SL 1-7) (Grad 1-4)
- 7) Provide criticism and suggestions for improvement of package designs and production systems. (CT 1-6) (Grad 1-3)

4. Course materials.

- One USB Drive – Minimum of 16 GB
- Access to a computer and reliable internet connection
- Adobe Creative Cloud Software (Photoshop, Illustrator, InDesign, Acrobat)

- Online journal articles and online software exercises as assigned by the instructor

5. Weekly outline of content.

Face-to-face

Week	Day 1 (50 minutes) <i>Face-to-face</i>	Lab work (50 minutes) <i>Face-to-face</i>	Day 2 (50 minutes) <i>Face-to-face</i>	Lab work (50 minutes) <i>Face-to-face</i>
Week 1	History of Packaging	Deconstructing packaging exercises	Types of Packaging	Deconstructing packaging exercises
Week 2	Packaging Materials	Packaging Materials review exercises	Inks for Packaging	Properties of inks exercises
Week 3	Packaging Coatings	Packaging Coatings exercises	Packaging Printing	Packaging Printing equipment exercises
Week 4	Finishing Processes for Packaging	Finishing Processes for Packaging exercises	Packaging Standards	Packaging Standards
Week 5	Security in Packaging	Security exercises	RFID and Bar Codes	RFID and Bar Codes creation exercises
Week 6	Environmental Concerns	Analysis of packages environmental impact	Electronics in Packaging	Electronics in Packaging exercises
Week 7	Special Effects-Lenticular	Special Effects-Lenticular exercises	Special effects-Foiling	Special effects-Foiling exercises
Week 8	Future of Packaging	Folder carton exercises	Midterm Exam	Folder carton exercises
Week 9	Folded Cartons	Folded Cartons project work	Transferring a 2D Design to 3D	Folded Cartons project work
Week 10	Mockups	Folded Cartons project work	Folded Carton Presentation	Labels exercises
Week 11	Labels	Labels exercises	Spot white ink	Labels project work
Week 12	Proofing a Package	Labels project work	Label Presentation	Pouch project work
Week 13	Pouch	Pouch project work	Standing or not?	Pouch project work
Week 14	Dealing with transparency	Pouch project work	Pouch Carton Presentation	POP Display exercises
Week 15	Point of Purchase Display	Point of Purchase Display project work	Strength and size	Point of Purchase Display project work
Week 16	Final Exam			

Hybrid

Week	Day 1 (50 minutes) <i>Online</i>	Lab work (50 minutes) <i>Face-to-face</i>	Day 2 (50 minutes) <i>Online</i>	Lab work (50 minutes) <i>Face-to-face</i>
Week 1	History of Packaging	Deconstructing packaging exercises	Types of Packaging	Deconstructing packaging exercises
Week 2	Packaging Materials	Packaging Materials review exercises	Inks for Packaging	Properties of inks exercises
Week 3	Packaging Coatings	Packaging Coatings exercises	Packaging Printing	Packaging Printing equipment exercises
Week 4	Finishing Processes for Packaging	Finishing Processes for Packaging exercises	Packaging Standards	Packaging Standards
Week 5	Security in Packaging	Security exercises	RFID and Bar Codes	RFID and Bar Codes creation exercises
Week 6	Environmental Concerns	Analysis of packages environmental impact	Electronics in Packaging	Electronics in Packaging exercises
Week 7	Special Effects-Lenticular	Special Effects-Lenticular exercises	Special effects-Foiling	Special effects-Foiling exercises
Week 8	Future of Packaging	Folder carton exercises	Midterm Exam	Folder carton exercises

Week 9	Folded Cartons	Folded Cartons project work	Transferring a 2D Design to 3D	Folded Cartons project work
Week 10	Mockups	Folded Cartons project work	Folded Carton Presentation	Labels exercises
Week 11	Labels	Labels exercises	Spot white ink	Labels project work
Week 12	Proofing a Package	Labels project work	Label Presentation	Pouch project work
Week 13	Pouch	Pouch project work	Standing or not?	Pouch project work
Week 14	Dealing with transparency	Pouch project work	Pouch Carton Presentation	POP Display exercises
Week 15	Point of Purchase Display	Point of Purchase Display project work	Strength and size	Point of Purchase Display project work
Week 16	Final Exam			

6. Assignments and evaluation, including weights for final course grade.

	Undergraduate	Graduate
Assignments (software/technique exercises)	15%	8
Discussions	15%	14%
Quizzes	15%	14%
Applied Projects (media production projects)	20%	18%
Exams	25%	18%
Papers (journal article reviews)	10%	19%
Research Paper	-----	9%
TOTAL	100%	100%

7. Grading scale.

A = 90 to 100 %, B = 80 to 89%, C = 70 to 79%, D = 60 to 69%, F < 60%

8. Correlation of learning objectives to assignments and evaluation.

Objective	Assignments Undergraduate: 15% Graduate: 8%	Discussions Undergraduate: 15% Graduate: 14%	Quizzes Undergraduate: 15% Graduate: 14%	Projects Undergraduate: 20% Graduate: 18%	Exams Undergraduate: 25% Graduate: 18%	Papers Undergraduate: 10% Graduate: 19% Research paper: 9%
1) A	X	X	X		X	X
2) B	X	X	X		X	
3) C	X	X	X			
4) D	X		X	X		
5) E	X		X	X		
6) F		X		X		X
7) G		X		X		X

Date approved by the department or school: 1/14/2016

Date approved by the college curriculum committee: 2/26/2016

Date approved by the Honors Council (if this is an honors course):

Date approved by CAA: 3/10/16 CGS: