Course Syllabus
Subject to change with notice

Lecture
26342: Online

Instructor: Jim de Vega
jmdevega@central.uh.edu | hours by appointment

Lab
26343: Wed | 11 am – 2 pm | AMG 306

Course Description

Packaging structure from the perspective of distribution packaging, materials, product protection, testing methodology, palletization, designing for various shipping methods and channels.

Package design from the perspectives of design, form, manufacturing processes, sustainability, utility, commercial and governmental regulations.

An understanding of the Adobe CC software is required.

Course Goals

This course is designed to familiarize students with package design and manufacturing implications. The course content will consist of the design process, brand identity, marketing, sustainability and the implementation of commercial and governmental regulations.

Students completing the course will describe, demonstrate, compare, analyze, integrate, and critique Digital Media practices and technologies related to:

- Packaging Software: Esko Artios CAD & Designer Studio
- Package design principles
- Marketing and brand identity using packaging
- Planning, workflow, and storyboarding
- Package manufacturing requirements;
- Information design, including governmental and commercial requirements (UPC codes, nutrition facts, etc)
- 3D design
- Cost considerations
- Permeability and shelf life
- Environmental impact
- Prototyping

Required Tools

- A PC compatible headset in order to listen to instructional material during lab or during open lab hours.
- A digital storage system. Either a portable drive or

flash drive or your UH One Drive.
- X-acto knife or scissors
- Tacky glue

Required Software

ESKO ArtiosCAD and Studio Designer licenses are only available on the lab PCs. There is no software access from other locations.

Attendance

More than 3 absences in lab, unless excused, will reduce the students' final course grade by one letter. More than 7 absences will result in course failure.

After 3 late arrivals, it will be marked as an absence. If a student arrives late, they are responsible for notifying the professor at the end of that class; otherwise, they will be marked absent.

Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston Undergraduate Excused Absence Policy and Graduate Excused Absence Policy for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

Open Lab

Students who require additional lab time in order to complete work should check the lab schedule.

Field Trips/Guest Speakers (TBD).

Students are expected to attend scheduled events. They will be listed on the schedule when the event is confirmed. Students are expected to stay up-to-date with any schedule changes.

General Course Schedule

Week 1 – 6: Esko Artios CAD Lab Assignments
Week 6 – 9: Esko Studio Lab Assignments
Week 10 – 15: Final Project

Lecture/Online Materials

Online lectures/presentations or supplemental materials will be posted on Canvas.

Lab Assignments

Lab assignments are designed to familiarize students with the software.

Lab time will be used to work on assignments. Instruction sheets and supplemental video tutorials are provided to complete the assignments. Video tutorials and lesson material are located in Canvas.

Submit all assignments via Canvas. Assignments are not required to be printed. All deadlines are set at 11:59 pm., a week after the assignments are assigned. It is the students' responsibility to ensure work uploads properly to Canvas. Assignments sent via email will not be accepted.

Final Project

Projects are considered a part of the course's lab component.
Each project will be graded according to the following criteria and averaged to one final grade per project:

- Layout/Composition
- Craft/Technical Skill
- Process/Development

Project deadlines are detailed in the project brief and course schedule. Submission instructions are posted one week before the project deadline.

Project Submission formats:
- Final project presentation
- Esko Artios CAD and Studio files
- Printed Prototypes if applicable

Image Generative AI
We specifically forbid the use of image generative artificial intelligence (AI) tools at all stages of the work process, including preliminary ones. Violations of this policy will be considered academic misconduct. We draw your attention to the fact that different classes at UH could implement different AI policies, and it is the student's responsibility to conform to expectations for each course.

Chat GPT
You may use Chat GPT for content generation for projects such as packaging copy.

Prototypes
Printed prototypes must be presented and submitted in order to critique the work.

Grading
Lab Assignments	50%
Final Project	50%

Percent/Letter Grades
A	95 – 100
A-	90 – 94
B+	87 – 89
B	84 – 86
B-	80 – 83
C+	77 – 79
C	74 – 76
C-	70 – 73
D+	67 – 69
D	64 – 66
D-	60 – 63

Academic Information
Emailing Professor

If you email the professor, please follow the structure below: Include the course number, the lab day/time, and subject (purpose of email).
See example:

DIGM4375. Mon. 11-2pm. Absence.

Course number   Lab day/time   Subject (purpose of email)
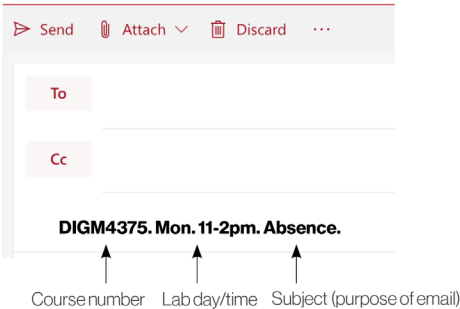
- Personal emails will not be answered. Use your UH email account.

- Emails that don't include the correct subject line may not be answered.
- Communications of any kind sent to your professors outside of business hours may not be answered until the next business day. This is particularly true on weekends.

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Add/Drops
Please refer to the University's Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures. Those procedures must be followed to the letter.

Incomplete
An Incomplete grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond the control of the student, complete one or more major assignment. If a student wishes an "incomplete" grade, s/he must explain the situation to your professor in advance and make specific arrangements to make up missing work no later than one year after the "incomplete" is issued.
 It is important that the students understand that a W is considered an attempt:

Student Policies, Resources and Refudns
Students are allowed a maximum of two attempts in any of our courses. Under this policy, the "count" includes all attempts that result in a course grade of "A-F", "W" or "I." Up to six (6) 'W' grades may be used by an undergraduate student in his or her UH career. This includes courses attempted at Texas public universities since Fall 2007 and prior to transferring to UH.

Student Policies & Resource
https://uh.edu/provost/students/student-policies/index#6-w-limit)
Refund Policy
 https://www.uh.edu/financial/payment/refunds/
Important Information
As a University of Houston student, information available at www.uh.edu/provost/policies/student/ resources/ will be critical to ensuring that your academic pursuits meet with success and that you encounter the fewest financial and academic difficulties possible. Please take a few moments to review each of the areas, and become familiar with the resources detailed on the website concerning The UH Academic Honesty Policy: the UH Academic Calendar; Students with Disabilities; Religious Holy Day FAQs; and Other Information. Please note that ALL requests on accommodations must be provided to the professor in the first week of the semester.

Americans with Disabilities Act
In accordance with the guidelines of the American with Disabilities Act, I will make every effort to reasonably accommodate students who request and require assistance.

Mental Health and Wellness Resources
The University of Houston has a number of resources to support students' mental health and overall wellness, including CoogsCARE and the UH Go App. UH Counseling

and Psychological Services (CAPS) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off-campus. For assistance visit uh.edu/caps, call 713-743-5454, or visit a Let's Talk location in-person or virtually. Let's Talk are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

Need Support Now?
If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text 988, or chat 988lifeline.org.

Reasonable Academic Adjustments/Auxiliary Aids
The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: https://uh.edu/accessibility/ calling (713) 743-5400, or emailing jdcenter@Central.UH.EDU.

The Student Health Center offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The A.D. Bruce Religion Center offers spiritual support and a variety of programs centered on well-being.
The Center for Student Advocacy and Community (CSAC) is where you can go if you need help but don't know where to start. CSAC is a "home away from home" and serves as a resource hub to help you get the resources needed to support academic and personal success. Through our Cougar Cupboard, all students can get up to 30 lbs of FREE groceries a week. Additionally, we provide 1:1 appointments to get you connected to on- and off-campus resources related to essential needs, safety and advocacy, and more. The Cougar Closet is a registered student organization advised by our office and offers free clothes to students so that all Coogs can feel good in their fit. We also host a series of cultural and community-based events that fosters social connection and helps the cougar community come closer together. Visit the CSAC homepage or follow us on Instagram: @uh_CSAC and @uhcupbrd. YOU belong here.

Women and Gender Resource Center
The mission of the WGRC is to advance the University of Houston and promote the success of all students, faculty, and staff through educating, empowering, and supporting

the UH community. The WGRC suite is open to you. Stop by the office for a study space, to take a break, grab a snack, or check out one of the WGRC programs or resources. Stop by Student Center South room B12 (Basement floor near Starbucks and down the hall from Creation Station) from 9 am to 5 pm Monday through Friday.

Title IX/Sexual Misconduct

Per the UHS Sexual Misconduct Policy, your instructor is a "responsible employee" for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/.

Academic Honesty Policy

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The UH Academic Honesty Policy is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the Justin Dart, Jr. Student Accessibility Center. If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

Course Delivery Formats And Final Exams

Face-to-Face Courses

This course is being offered in the Face-to-Face format with a safe number of students in a socially distanced classroom. Lectures and participation occur in-person and in real time. The final exam for this course will be given per

the University schedule (*No final for this course*).

Hybrid Courses

This course is being offered in the Hybrid format with a fixed meeting pattern that includes both face-to-face sessions and online asynchronous work. The final exam for this course will be given per the University schedule.

HyFlex Courses

This course is a HyFlex course. Some students may have a designated face-to-face spot reserved, but alternative ways to participate will also be provided. These alternatives may include (but are not limited to) attending class sessions through synchronous streaming, viewing recordings of class meetings asynchronously, participating in discussion boards, and/or completing self-directed activities. This course will have a final exam per the University schedule. Prior to the exam, descriptive information, such as the number and types of exam questions, resources and collaborations that are allowed and disallowed in the process of completing the exam, and procedures to follow if connectivity or other resource obstacles are encountered during the exam period, may be provided. Students with a spot reserved in the classroom may opt from session to session to attend synchronously or asynchronously online.

We cannot expect students to attend live classes or attend all synchronous online session. This means that we must live-stream and record all classes that are not recorded lectures.

Synchronous Online Courses

This course is being offered in the Synchronous Online format. Synchronous online class meetings will take place according to the class schedule. There is no face-to-face component to this course. In between synchronous class meetings, there may also be asynchronous activities to complete (e.g., discussion forums and assignments). This course will have a final exam per the University schedule. The exam will be delivered in the synchronous online format, and the specified date and time will be announced during the course. Prior to the exam, descriptive information, such as the number and types of exam questions, resources and collaborations that are allowed and disallowed in the process of completing the exam, and procedures to follow if connectivity or other resource obstacles are encountered during the exam period, may be provided.

Asynchronous Online Courses

(or asynchronous exam in another course format)
This course is taught asynchronously, which means there is no designated day or time assigned to the course (although optional synchronous sessions are possible, such as virtual office hours or discussion groups). Asynchronous instruction generally involves accessing content, such as recorded video lectures, readings, discussion prompts, assignments, and assessments during a flexible time frame, with due dates as specified. This course will have a final exam at the course conclusion. The exam will be asynchronous, and the date and time that it will be released and due will be announced during the course.

Prior to the exam, descriptive information, such as the number and types of exam questions, resources and collaborations that are allowed and disallowed in the process of completing the exam, and procedures to follow if connectivity or other resource obstacles are encountered during the exam period, may be provided.

Alternative Assessment in Any Course Format
An alternative assessment will be used in the place of the traditional final exam at the course conclusion. Instructions will be provided, including the date and time that the assessment materials will be released to the class and will be due, resources and collaborations that are allowed and disallowed in the process of completing the assessment, procedures to follow if connectivity or other resource obstacles are encountered during the assessment period, acceptable submission formats, and submission location.