

# DESIGN 301 | FORM AND FUNCTION

Fall 2019 | Monday - Wednesday | 11:15 - 1:30 | Marion Design Co. | Prerequisites - 100 & 200 DES Courses

## PROFESSORS

Herb Vincent Peterson & Wendy Puffer  
Email: herb.peterson@indwes.edu | wendy.puffer@indwes.edu Office  
Phone: 765-677-2711 | If Necessary  
Office Hours: Tu: 1 - 5p | Th: 11a - 4p | By Appointment Only  
Website: mariondesign.co/formfunction Pw: Form2019

## ASSIGNMENT 1B BEFORE NEXT CLASS

### EXPERIENCE-CULTURE (PACKAGE) MAPPING (PROCESS)

Working in teams design a packaging experience for one of the three data sets presented. Consider it's intended user and sustainability. What is the intent of the packaging? In our throw-away society, manufacturers usually specify their packaging choices based on conventional sizes/materials or perceived budget restraints. Not often enough is consideration is given to the user's experience of it, how it leverages their brand or how it impacts the environment.

Create a package that expresses the imaginary object that represents the data points, what it says, what it does, who it's for, what persuasion goals the vendor may embrace. Pay specific attention to how the package holds the object (protect), shows the object (communicates a story) and is an extension of the experience (so someone can keep the package or be able to up-cycle it).

Create a mood board that synthesizes anything you have found that inspires your redesign. It could be other packages you like, interesting folds, shapes, die cuts, graphics, etc. Notes. Keywords.

Concept sketches can be produced however you feel comfortable. Usually these will be hand sketches or simple mock-ups, but you may refine these on the computer. Use paper mock-ups to make things 3d. Concept sketches can also utilize photos of packaging solutions to illustrate your point. Find a way to visualize your ideas.

Collect and create the Graphics (type, imagery etc) that will be a part of packaging you selected. Logos, text...stuff you can use. Scan it in and make it digital. You will need and use such information.

## ASSIGNMENT 1C

Based on your new knowledge of "Designing Backwards" and "Designing for Destiny" from the Green Graphic Design book and your identification of a problem(s)/opportunity with the current packaging experience (aesthetic, ecological and/or functional), design at least 3 different packaging concepts in paper form (full-size). Think about big ideas: function, shape, total amount of material, folds... construction. Have 3 full-size mock-ups (use thicker paper to get a feeling for this thing and what it is like to hold and for the package to hold your object).

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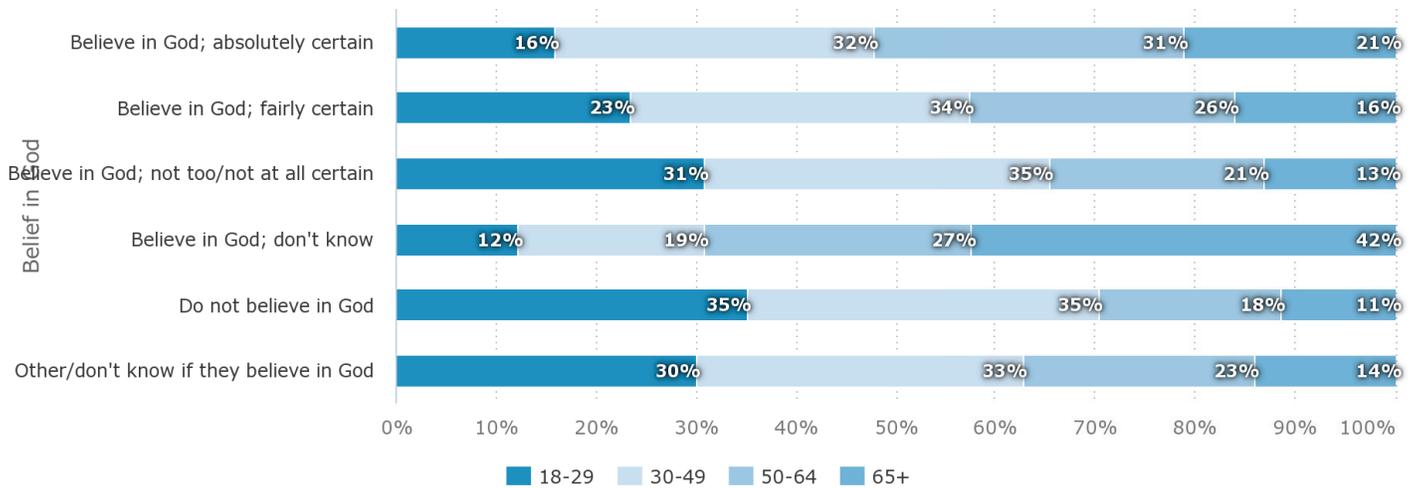
Using the “New Basics” book as a guide and with your co-designers, try out and apply multiple principles (from the book, ex. Framing or layers) on three 11x17 pages.

Start with using points, lines, planes, patterns, shapes, graphics, forms, relationships found on your product and its existing packaging. Even if the existing vernacular is weak. Can it be cropped, zoomed-in on, taken apart? What about your object is interesting? A line, pattern, curve. Could you build a pattern out of this, a system of icons, a logotype?

Fill the pages with tests of using the principles to manipulate the text, logo, graphics you found. Print out for next class. A good example is how Pentagram’s redesign of Saks Fifth Avenue takes the existing logo and makes it new. Play with taking pieces apart and recombining in new ways. Stick to black and white. No Greys! No Pixels! Must be vector!

## Age distribution among third generation immigrants or higher by belief in God

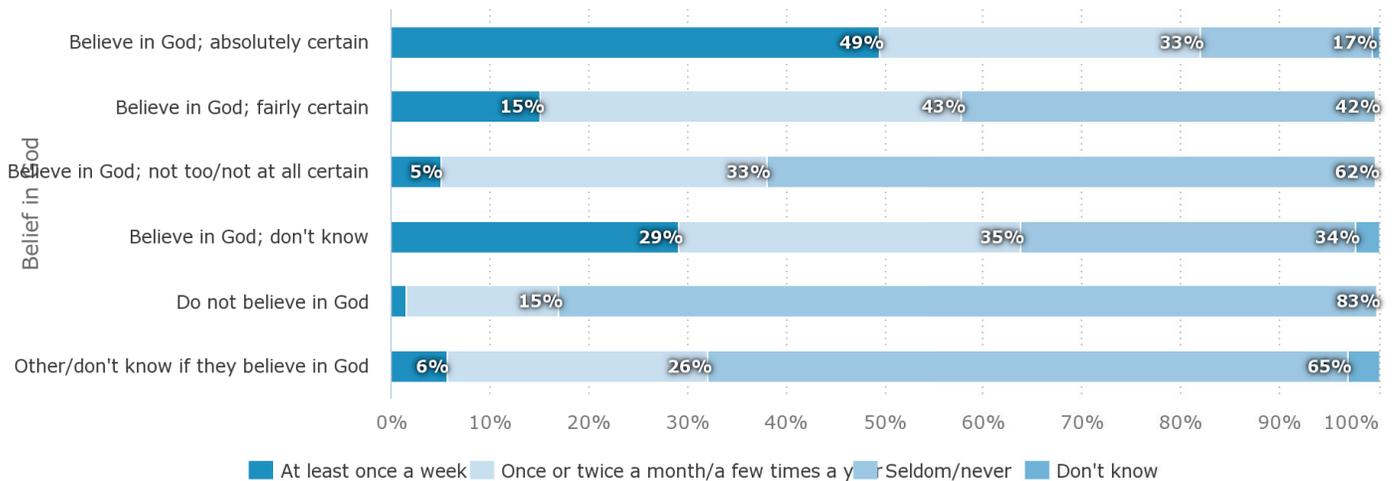
% of third generation immigrants or higher who are ages...



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## Attendance at religious services among third generation immigrants or higher by belief in

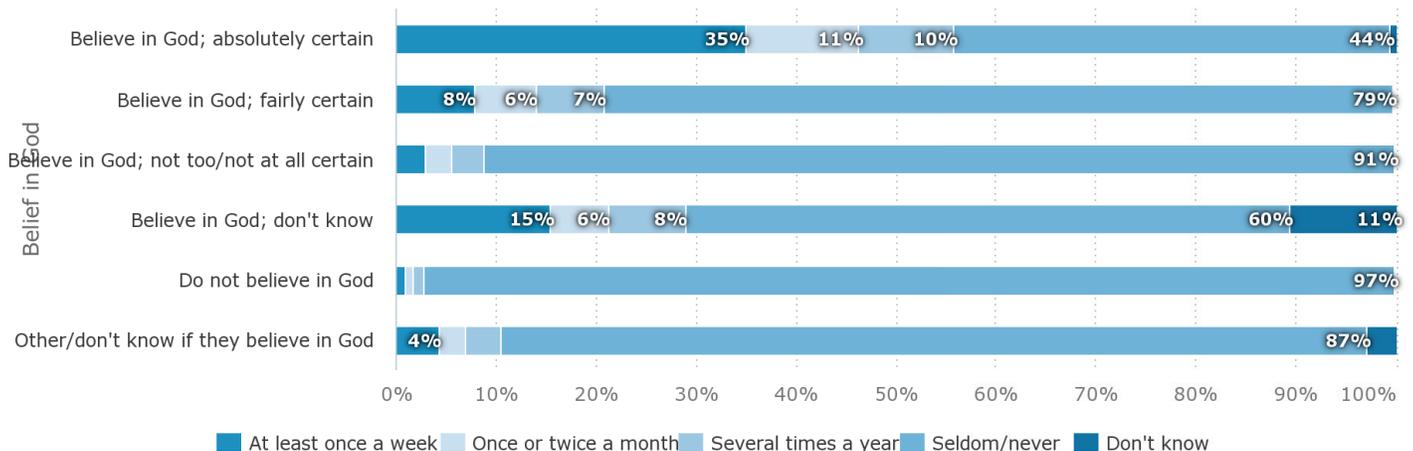
% of third generation immigrants or higher who attend religious services...



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## Frequency of participation in prayer scripture study or religious education groups among third generation immigrants or higher by belief in God

% of third generation immigrants or higher who attend prayer group...



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