JOMC182: **Introduction to Graphic Design**

A primer on the principles and practices of visual communication

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Office Hours
Tuesdays & Thursdays: 1pm – 2:30pm
Fridays: By appointment only (no later than 1:30pm)

Description and Policies

Course Description

Visual design is a problem solving endeavor. In *JOMC 182: Introduction to Graphic Design* you will learn the basic principles of visual communication and how to apply them in concert with design methodologies in order to solve communication and design problems.

During this class you will use Adobe Illustrator, a vector-based drawing program; Adobe Photoshop, an image creation and processing program; and Adobe InDesign, a page layout program which allows you to assemble images and text into multi-page documents.

Building design expertise comes with practice and this class is comprised of a series of readings, homework assignments, exercises, and projects. Design is also an intellectual activity so we will have discussions and reviews (i.e., critiques) of your work during the semester to help further your understanding of the design principles and processes involved. Because of the structure of this course attendance is necessary for learning and is required (unexcused absences will affect your final grade). **Deadlines are fixed.** If you need to miss a class it is your responsibility to inform me in advance and to subsequently make up the work. You are expected to conduct yourselves within the guidelines of the UNC-CH Honor Code (see p. 9). All work must be completed with the high level of honesty and integrity that this university demands.

Goals of the Course

There are three primary goals for this class:

Software and Production Skills: You should finish the semester with a working knowledge of the three software packages which will enable you to continue learning as you engage in a range of visual design projects.

Design Fundamentals: You should have a basic understanding of how to apply fundamental design principles and graphic design theory to solve problems.

Portfolio: By the end of the course you will have completed three projects suitable for starting a portfolio. As mentioned earlier design is an intellectual endeavor and an on-going process. This class will not turn you into an expert in design or design software but I hope that you will finish the semester with an appreciation for the design process, a set of useful skills, and a solid foundation for continued learning.

Required Materials

You will be required to obtain a Lynda.com student membership. Video tutorials will be made available to you on the site. The tutorials will sometimes be assigned for required viewing. The total cost will depend on the number of students enrolled in JOMC 182 but will most likely be less than $40.00.

Additionally, I will assign videos for specific exercises and skills. I will also assign a variety of required reading materials and websites to be supplied during the semester.

Sakai, https://sakai.unc.edu, will house our course website.

Textbook

Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design
Armin Vit and Bryony Gomez Palacio (2009) - Rockport Publishing
ISBN: 9781592534470

Items to purchase

Backup tools
DVDs, USB flash drive, portable hard drive, or iPod. Remember that you are responsible for backing up your work. No deadline will be extended due to a loss of files.

Sketchbook
You will need to roughly sketch your ideas when exploring new concepts. Don't worry about your drawing skill level.

Supplemental Readings & Resources

Meggs' History of Graphic Design
Philip B. Meggs and Alston W. Purvis (2006) - Wiley & Sons
ISBN: 9780471699026

Graphic Design Solutions (4th Edition)
Robin Landa (2011) - Wadsworth Cengage Learning
ISBN: 9780495572817

Assignments and Grading

Grading

This is a project-oriented course with grading based on four (4) main projects which you will work on during class and at home. There will also be several quizzes, homework assignments, key exercises, and a portfolio of your work that will be graded. No final exam will be given.

Assignments

	Percentage
Quizzes	10%
Exercises & Homework	10%
Project 1: Typography Composition	15%
Project 2: Poster Series	15%
Project 3: Infographic	20%
Project 4: Portfolio	30%
	100%

Scale

Percentage	Grade
100-97.5%	A
97.4-92.0%	A-
91.9-89.0%	B+
88.9-84.0%	B
83.9-80.0%	B-
79.9-77.0%	C+
76.9-73.0%	C
72.9-70.0%	C-
69.9-68.0%	D+
67.9-63.0%	D
62.9-60.0%	D-
59.9% and below	F

Attendance Policy

Each student will be allowed two (2) unexcused absences and beyond that amount of unexcused absences the student's final grade will be reduced by 10% for each additional unexcused absence. Excused absences (doctor's note or cleared with me in advance) do not affect your grade. **If no documentation is presented within one day of your return to class the absence will be considered unexcused.**

Notes

The work that you submit is what will be graded. No exceptions.

Late Work: The maximum grade that can be attained for a late assignment (e.g., exercise, project, etc.) will be reduced by 15% for every day that it is late. You have a maximum of one class period to submit late work, otherwise you will receive a zero for the assignment.

You are required to participate in critiques and reviews in class. Reviews are intended to stimulate thought and discussion between you and your colleagues. It is a forum for learning as well as a standard practice for developing ideas.

Please be aware that I reserve the right to reduce grades at the end of the semester in some cases based upon your class attendance, participation in critiques and reviews, and the overall quality of your work.

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Assignments and Grading

Grading Criteria: Exercises and Projects

During the course you will be completing several lab exercises and homework assignments with Illustrator, Photoshop, and InDesign. These exercises are intended to give you a better understanding of the software tools in preparation for the other projects. As mentioned earlier, some of these short exercises will be graded and commented upon and you will be given credit for completing them on time.

All grades are final, non-negotiable, and will not be approximated. No exceptions.

If your completed work is not submitted to the Dropbox you will receive a grade of zero for the assignment. No exceptions.

You are expected to remain in class until class is dismissed.

You are expected to complete all readings and to watch all tutorial videos that are assigned for homework.

All projects are to be completed as detailed in their respective project briefs and all project requirements must be followed.

Be prepared to work on projects outside of class. You will be able to work on some projects during class sessions but that will not be enough. It is your responsibility to organize your time in order to meet the deadlines. Consider your production speed and make plans accordingly. Always work in advance. Please note that the lab will sometimes be locked when you expect otherwise. If this is the case, please do not contact me as I have no control over lab access. Regardless of such circumstances you are still expected to complete your assignments on time.

A note about lab hours: the computer labs are in use all day from Monday through Thursday for classes but they should be open for general use on Fridays and on Sundays.

If you would like to be able to work on your own computer you can purchase the Adobe CC suite. This package includes Illustrator, Photoshop, and InDesign. If you are serious about design get it while you are still in school since Adobe provides upgrade credits to the professional versions.

		Topic/Theory*	Assignment
1-8	Wednesday	Introduction to JOMC 182 and orientation to the lab/ Introduction to Adobe Illustrator	
1-13	Monday	Introduction to Graphic Design/ Introduction to Adobe Illustrator	
1-15	Wednesday	The History and Theory of Graphic Design/ Introduction to Typography/ Adobe Illustrator	
1-20	Monday	HOLIDAY	
1-22	Wednesday	Introduction to Typography/ Adobe Illustrator	
1-27	Monday	Typography, Layout, and the Grid/ Adobe Illustrator	Exercise 1 is due
1-29	Wednesday	Typography, Layout, and the Grid/ Color Theory	
2-3	Monday	Critique	Project 1 is due
2-5	Wednesday	Introduction to Semiotics/ Introduction to Adobe Photoshop	
2-10	Monday	Introduction to Semiotics/ Introduction to Adobe Photoshop	Quiz No. 1
2-12	Wednesday	Poster Design/ Adobe Photoshop	
2-17	Monday	Poster Design/ Adobe Photoshop	Exercise 2 is due
2-19	Wednesday	Poster Design/ Adobe Photoshop	
2-24	Monday	Poster Design/ Adobe Photoshop	
2-26	Wednesday	Poster Design/ Adobe Photoshop	
3-3	Monday	Critique	Project 2 is due

*This is meant to be a guide for topics discussed in the course this semester. Some dates for topics may fluctuate depending upon the class' progress.

		Topic/Theory*	Assignment
3-5	Wednesday	The History of Information Graphics	
3-10	Monday	HOLIDAY	
3-12	Wednesday	HOLIDAY	
3-17	Monday	Information Graphics - Dealing with Data and Statistics/ Information Design	Exercise 3 is due
3-19	Wednesday	Information Graphics - Information Design	Quiz No. 2
3-24	Monday	Information Graphics	
3-26	Wednesday	Information Graphics	
3-31	Monday	Information Graphics	
4-2	Wednesday	Critique	Project 3 is due
4-7	Monday	Introduction to Publication Design/ Adobe InDesign	
4-9	Wednesday	Introduction to Publication Design/ Adobe InDesign	Quiz No. 3
4-14	Monday	Publication Design/ Adobe InDesign	Exercise 4 is due
4-16	Wednesday	Publication Design/ Adobe InDesign	
4-21	Monday	Publication Design	
4-23	Wednesday	Publication Design	Quiz No. 4
		FINAL CRITIQUE	
5-5	**Monday**	**J182-001: Final Critique @ 9:30am**	**Project 4 is due**

*This is meant to be a guide for topics discussed in the course this semester. Some dates for topics may fluctuate depending upon the class' progress.

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Working practices

Working over a network

You will turn in your assignments by uploading them to the server. A server is simply another computer with lots of hard drive space that is connected to the lab computers. This provides a central location from which you can access project files, post your assignments, and temporarily store your work. There will be four folders on the server in a master folder for JOMC 182: 1) Class Materials, 2) Drop Box, 3) Instructor, and 4) Students. All materials needed for class such as lecture videos, lecture notes, and demonstration files will be located in *Class Materials*. You will turn in or post your final exercises and projects into the *Drop Box*. The *Students* folder is for your use. You may store copies of your work or any other class related files in this folder. Please create a folder within *Students* with your name (e.g., John Doe) on it for storing your files.

The network that your lab computer uses to talk to the server is shared by the entire school and it can slow down or "freeze" if too many people try to use it simultaneously. If you open a file directly from the server it may "hang" when you are trying to save it and your work will be lost. There will be nothing that we can do to retrieve the file if this happens. BEFORE WORKING ON A FILE COPY IT TO THE DATA DRIVE ON YOUR COMPUTER AND THEN OPEN IT FROM THE DATA DRIVE TO WORK WITH IT. PLEASE NOTE: IF YOU COPY A FILE TO YOUR DESKTOP INSTEAD OF TO THE DATA DRIVE IT WILL BE ERASED AT THE END OF THE DAY. THE DATA DRIVE IS NOT ERASED UNTIL THE END OF THE SEMESTER.

While you may store copies of your work on the server during the semester other students will have access to that common folder which increases the chance of a file being accidentally damaged or lost. Also, I will maintain and organize our files on the server on a regular basis. If you do not have a backup you will lose your work. ALWAYS make a separate copy of your current work on a flash drive or other portable storage device before the end of class.

++++++ ALWAYS BACKUP YOUR FILES ! ++++++

LOST FILES AT A DEADLINE ARE NOT EXCUSABLE AND WILL ADVERSELY AFFECT YOUR FINAL GRADE.

UNC Honor Code

All students must adhere to the UNC Honor Code which states that a student must "refrain from lying, cheating, or stealing". The University of North Carolina at Chapel Hill has had a student-administered honor system and judicial system for over 100 years. The system is the responsibility of students and is regulated and governed by them but faculty share the responsibility. If you have questions about your responsibility under the honor code please bring them to your instructor or consult with the Office of the Dean of Students or the Instrument of Student Judicial Governance. This document, adopted by the Chancellor, the Faculty Council, and the Student Congress, contains all policies and procedures pertaining to the student honor system. Your full participation and observance of the honor code is expected. Additional information pertaining to the UNC Honor Code can be found by going to http:// honor.unc.edu or by contacting the Office of the Dean of Students.

Academic Accommodations for Students with Disabilities

The Department of Disability Services provides services and reasonable accommodations to currently enrolled undergraduate and graduate/professional students with disabilities. Their mission is to provide students with disabilities equal access to the services, programs, and activities of the University so that they may, as independently as possible, meet the demands of University life. In order to take advantage of available accommodations please visit the following link: http://disabilityservices.unc.edu/index.html