

JOMC 182-003 Introduction to Graphic Design

5 p.m. to 6:50 p.m., Carroll Hall, Lab 60

Instructor

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Office Hours

Tuesday 3:30 p.m. to 5:00 p.m. and by appointment

Course Description

Principles and practices of design, typography, graphics, and production for visual communication for print and electronic media. Computer graphics and pagination.

Approach

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 for 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.

JOMC Course Student Outcomes

Design Literacy Critical thinking skills and understanding of design as form, context and content.

Design Practice Foundational design skills demonstrating an understanding of design elements and principles and the ability to apply these for problem solving and communication.

Software and Production Skills Technology skills and the ability to use Adobe Illustrator, Adobe Photoshop and Adobe InDesign

AEJMC Course Values and Competencies

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work.

Textbook

Required

The Non-Designer's Design Book, 3rd Edition (2007) | Peachpit

ISBN-10: 0-13-396615-1 | ISBN-13: 978-0-13-396615-2

FREE and available on Safari Books

Strongly Recommended

Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design

Armin Vit and Bryony Gomez Palacio, Rockport Publishing (2009)

ISBN: 9781592534470

Strongly Recommended

Thinking with Type: A Critical Guide for Designers, Writers, Editors and Students

Ellen Lupton, Princeton Architectural Press (2010)

ISBN: 9781568989693

There may be additional readings—PDF files and links to articles, multimedia presentations, videos and book chapters—available to you on the course Sakai site.

Tutorials

Required

Lynda.com

A Lynda.com subscription is now free to UNC students.

<http://software.sites.unc.edu/lynda/>

Additional Course Materials

- DVDs, USB flash drive, portable hard-drive for file back-up
- Sketchbook

Attendance

This course is demanding, and skills will be taught in each session that you will need to proceed with your assignments. Missing a class will leave you behind, particularly during the summer, when a lot of information is crammed into a short period of time. Therefore, attendance is required, participation is expected and deadlines are absolute.

NO unexcused absences are allowed. Failure to do so will lower a student's participation grade by one full grade. Unexcused absences do not include non-emergency medical appointments or non-required academic events. Three or more absences—unexcused and excused—will result in a failing grade. If you must miss a class for any reason, it is your responsibility to talk to the instructor *ahead of time*.

Additionally, you are expected to arrive to class on time. Arriving more than 15 minutes late or leaving more than 15 minutes early (with the exception of open lab days) will count as an absence if you fail to provide the instructor with a valid reason *before class*.

Class Expectations

Most class sessions will consist of lecture, demonstration, tutorials, discussion and lab time to work on current assignment. Students should plan on spending a generous amount of additional lab time outside of class to complete readings, tutorials and assignments. You are expected to come to every class on time, interact with your classmates and the instructor, and work hard inside and outside of lab.

Once class has started, you are expected NOT to check your cell phone or browse non-course related websites during class. This is distracting to students around you and to the instructor. Failure to do so will lower a student's participation grade.

Also, please be aware that you will be working in a computer lab filled with expensive equipment. Therefore drinks are not allowed on desks next to computers. No food is allowed. If you must eat, please make arrangements with the instructor prior to class.

Course Progression

- Part I: Principles of Design
- Part II: Information Design
- Part III: Long-form Design
- Part IV: Synthesis and Process

Grade Weighting

Participation: 10% (*attendance, discussion and critiques*)

Tutorials: 10%

Quizzes & Final Exam: 10%

Projects: 70%

Grading Scale

94% and higher: A

90-93: A-

87-89: B+

84-86: B

80-83: B-

77-79: C+

74-76: C

70-73: C-

67-69: D+

64-66: D

60-63: D-

59% or below: F

Explanation of course letter grades

A Excellent: Above and beyond

B Strong: Very good

C Adequate: Acceptable performance

D Minimal passing: Marginal performance

Academic Honesty

The Honor Code and the Campus Code, embodying the ideals of academic honesty, integrity and responsible citizenship, have for more than 100 years governed the performance of all academic work and student conduct at the University of North Carolina at Chapel Hill. Acceptance by a student of enrollment in the University presupposes a commitment to the principles embodied in those codes and a respect for this most significant University tradition. All academic work should be done with the high level of honesty and integrity this university demands. You can access more information about the UNC Honor Code at <http://studentconduct.unc.edu/>. If you have any questions about plagiarism when it comes to Web site coding, please ask.