JOMC 182-002 (2216) Introduction to Graphic Design
1:25 p.m. to 3:10 p.m., Carroll Hall, Lab 60

Instructor
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Office Hours
Tuesday 10 a.m. to 12 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.

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 InDesign, Adobe Photoshop

Textbook
Textbook
The Non-Designer's Design Book, 4th Edition | Peachpit
Robin Williams
ISBN-10: 0-13-396615-1 | ISBN-13: 978-0-13-396615-2

Available at http://www.peachpit.com/store/non-designers-design-book-9780133966152

NOTE: You should be able to find used versions of the Non-Designers text. This textbook is also offered free through the UNC library although it is the 3rd edition. I have not noticed much difference between the 3rd and 4th editions as it applies to foundational design understanding. So the 3rd edition is fine for this class although there may be slight page number variations.

All other course materials—PDF files and links to articles, multimedia presentations, videos and book chapters—will be accessible from the 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
• 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*.

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 some lab time to work on current assignment. Students should plan on spending a generous amount of additional lab time outside of class to complete their work. You are expected to 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*)
Research and reflection: 20%
Projects: 70%

Grading Scale
98% or higher: A+
95% 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

Honor Code
I expect that each student will conduct himself or herself within the guidelines of the University honor system (http://honor.unc.edu). All academic work should be done with the high levels of honesty and integrity that this University demands.

You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle,

or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help
If you need individual assistance, it's your responsibility to notify me. The time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity
The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin http://www.unc.edu/ugradbulletin/. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations
If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at https://accessibility.unc.edu/

ACCREDITATION
The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:
http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.