



JOMC182: Introduction to Graphic Design

A primer on the principles and practices of visual communication

Graphic design is one of the most important tools of visual communication. It is a problem solving endeavor. 'Design' means that the graphics are organized according to a 'plan,' the goal of which is to bring order, hierarchy and clearness to the natural chaos.

In JOMC 182: Introduction to Graphic Design, you will learn fundamental design theory and the principles of visual communication to solve communication and design problems. Understanding how to apply design concepts to the presentation of informative or persuasive material is key to communicating with an audience. The main emphasis of the course will be on you and your work: you will learn much by watching, exploring, working, taking risks, experimenting, making mistakes and creating with the computer and software. This course is project-based and is intended to give you the basics for becoming a successful visual communicator, whether you wish to design page layouts, logos, posters, brochures, publications, informational graphics, websites, billboards, advertisements or — anything!

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Office hours by appointment.
Please email me to schedule a time.

Description and Policies

This course is an introduction to the main principles of graphic design: how to create harmonious displays that convey information, attract viewers, and are both effective and beautiful. Therefore, we will cover the basics of layout design, typography, color theory, and interaction. During this class you will be learning:



Adobe Illustrator, a vector-based drawing program;



Adobe Photoshop, an image creation and processing program; and



Adobe InDesign, a page layout program that 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 design principles and processes.

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 contact me in advance and to subsequently make up the work.

All work must be completed with the high level of honesty and integrity that this university demands. You are expected to conduct yourselves within the guidelines of the UNC-CH 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 honor.unc.edu.

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

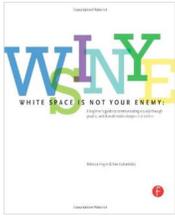
You should have a basic understanding of how to apply fundamental design principles and graphic design theory to solve problems.

Portfolio

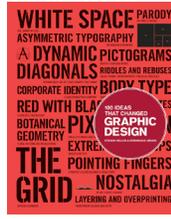
By the end of the course you will have completed four projects suitable for starting a portfolio. As mentioned earlier design is an intellectual endeavor and an on-going process. This class will not turn you into an expert in design or design software but I hope that you will finish the semester with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

Required Materials

Textbooks



**White Space is Not Your Enemy
(2nd edition)**
Kim Golombisky & Rebecca Hagen
(2013) - Focal Press
ISBN: 9780240824147



100 Ideas That Changed Graphic Design
Steven Heller, Veronique Vienne
(2012) - Laurence King Publishing
ISBN: 9781856697941

Lynda.com

You will be required to obtain a Lynda.com membership. Video tutorials will be assigned for required viewing. There are over 2,000 excellent instructional videos available on the website. The site charges a \$25 per month fee for unlimited access.

Readings & Viewings

Additionally, I will assign a variety of required reading materials, websites and videos for specific topics and skills. These will be outlined in our Sakai course site.

Sketchbook

For roughly sketching your ideas when exploring new concepts. Don't worry about your drawing skill level.

Backup tools

DVDs, USB flash drive (1G minimum), portable hard drive, or cloud drive. Please be aware that you are responsible for backing up your own work. No deadline will be extended due to a loss of files.

Sakai and the Server

Course materials will be available via Sakai at sakai.unc.edu/portal/site/jomc182.002.fa14 and also via the JOMC server. In our Sakai course site, you will find links to Announcements, Calendar, Course Materials, and the Gradebook. Course Materials holds this syllabus, a folder for class topics, assignments, and links to resources and inspiration. Each class topic contains learning objectives and a list of items to be read, explored and viewed before that class period. We will use the network server to host in-class materials, student folders for your work, and the Dropbox, where you will submit your work. (See Working Practices on page 7 for more details about working with the server.)

Computer Labs

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 weekends. If you would like to be able to work on your own computer you can purchase the Adobe Creative Cloud suite, which 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. You can also access the server we will work on, from outside class. Instructions for connecting to the server will be located on Sakai.

Assignments & Grading

Grading

This is a project-based course with grading based on four (4) main projects and smaller key exercises, which you will work on during class and at home. You will also be graded on your contributions to class discussion and project critiques. No final exam will be given.

What you'll be graded on	
Exercises & Homework	20%
Project 1: Identity Design	20%
Project 2: Promotion Design	20%
Project 3: Magazine Design	20%
Project 4: Information Design	20%
	100%

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

Expectations

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 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. We will do in-class reviews both of exercises and projects.

- You are expected to be on time and remain in class until class is dismissed.
- You are expected to complete all readings and to watch all videos that are assigned for homework.
- All projects are to be completed as detailed in their respective project briefs, following all requirements.
- 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. And remember that I will be available to help you.

Grading Criteria

These are the generic grading criteria that you should meet in order to get a high grade:

1. Every project must be completed on time.
2. Following guidelines for each project.
3. Spatial organization, structure of the elements, informative value of the display.
4. Thoughtful use of color.
5. Thoughtful choice of type.
6. Aesthetic design choices in general.
7. Creativity.

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.

Late Work

The work that you submit is what will be graded. If your completed work is not submitted to the Dropbox you will receive a grade of zero for the assignment. 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.

Participation

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.

In short, your final grade will be a reflection of your class attendance, participation in critiques and reviews, and the overall quality of your work. All grades are final, non-negotiable, and will not be approximated. No exceptions.

Course Calendar

Google course calendar is located at bit.ly/jomc182

August		Topic(s)	Assignment
8-20	Wednesday	Introduction to JOMC 182 Orientation to the lab Review of syllabus & expectations	
8-25	Monday	What is Graphic Design? History and theory Intro to Adobe Illustrator	
8-27	Wednesday	The Design Process Intro to Adobe Illustrator	
September			
9-1	Monday	HOLIDAY	
9-3	Wednesday	Elements & Principles of Design Intro to Adobe Illustrator	
9-8	Monday	Typography Adobe Illustrator	
9-10	Wednesday	Color Theory & Use Adobe Illustrator	
9-15	Monday	Visual Identity Adobe Illustrator	
9-17	Wednesday	Critique	Project 1: Identity Design
9-22	Monday	Design #Fail Intro to Photoshop	
9-24	Wednesday	Composition & Layout Intro to Photoshop	
9-29	Monday	Semiotics Intro to Photoshop	
October			
10-1	Wednesday	Using Images Photoshop	
10-6	Monday	Photo Ethics Photoshop	
10-8	Wednesday	Photoshop Tips & Tricks	

10-13 Monday Lab time

10-15 Wednesday Critique Project 2: Promotional Design

FALL BREAK

10-20 Monday The Grid & Design
Intro to InDesign

10-22 Wednesday Publication Design
Intro to InDesign

10-27 Monday Print Production
Intro to InDesign

10-29 Wednesday Interaction Design
InDesign

November

11-3 Monday Information Design
InDesign

11-5 Wednesday Lab time

11-10 Monday Critique Project 3: Magazine Design

11-12 Wednesday Infographics

11-17 Monday Designer Profile

11-19 Wednesday Designer Profile

11-24 Monday Designer Profile

11-26 Wednesday Lab time

THANKSGIVING BREAK

December

12-1 Monday Lab time

12-3 Wednesday Final Critique Project 4: Information Design

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 182.002: 1) Class Materials, 2) Dropbox, 3) Instructor, and 4) Students.

All materials needed for class such as lecture notes, demonstration files and exercise files will be located in Class Materials. You will turn in or post your final exercises and projects into the Dropbox. 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., Maggie Hutaff) 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.

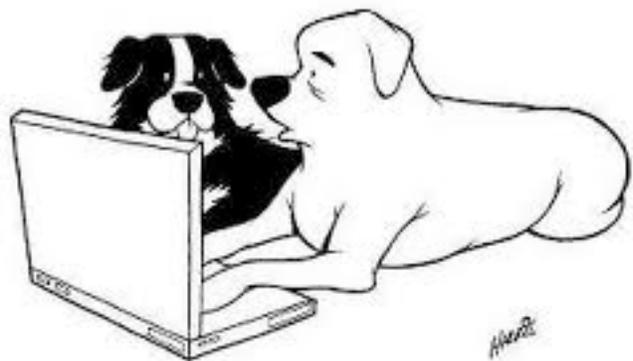
If you copy a file to your DESKTOP (instead of the DATA DRIVE), it will be erased at the end of the day. The DATA DRIVE is not erased until the end of the semester.

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. 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, other portable storage device or cloud drive before the end of class.

**ALWAYS BACKUP YOUR FILES !
LOST FILES AT A DEADLINE ARE NOT EXCUSABLE
AND WILL ADVERSELY AFFECT YOUR GRADE**



"MY DOG ATE MY COMPUTER"



"And then I just hit delete. I haven't actually eaten any homework for years."

UNC Resources

Diversity

The University of North Carolina at Chapel Hill believes in providing a rich, multi-cultural and diverse learning environment for all students and faculty. For more information, please see diversity.unc.edu.

Accessibility and The Learning Center

If you have a disability that may require reasonable accommodations to ensure that you have equal access to this course, you are encouraged to self-identify with either of the following offices, depending on your individual needs. Please notify the program at (919) 843-9471 as well.

Department of Accessibility Resources & Service
(919) 962-8300 | accessibility.unc.edu

The Learning Center
(919) 962-7227 | learningcenter.unc.edu

Core Competencies

This course teaches the following ACEJMC core values and competencies; the ability to:

- Think critically, creatively and independently;
- 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.