Presentation Design for Strategic Communication
JOMC 491.001; Spring Semester 2014
UNC School of Journalism and Communication
Melissa Hudgens, Instructor
Fridays 9:00 AM – 11:15 AM; 1/10/2014 - 4/25/14
Carroll Hall, Room 58

COURSE OBJECTIVES

This course introduces students to the current technology, principles and professional practices of graphic design. Students will attain basic competence in the Adobe Creative Suite (Illustrator, InDesign, and Photoshop which represent the industry standard in design software). In the process, they will become acquainted with a wide range of techniques for computer-aided illustration, photo manipulation, print publication and website design. Students will also study the technical nomenclature of graphic design and learn fundamental principles of typography, color theory and visual composition.

IN-CLASS WORK SESSIONS

Although some of our classes will take the form of lectures and demonstrations, other sessions will be in-class work sessions. Students will work on their assignments independently, and the instructor will be there to provide technical and creative guidance on an as-needed basis.

ASSIGNMENTS, LAB, AND BACKING-UP YOUR WORK

Students will be expected to spend a minimum of 2-3 hours outside of class working on assignments and software tutorials. You are expected to devote whatever time is necessary to master the assigned material and complete all projects to the best of your ability. Please allow ample time outside of class to experiment with the CS5 software and become familiar with its tools and techniques. Our class demonstrations and instructional videos (Lynda.com) should be helpful, but the best way to master this software is to spend time with it. If you would like to be able to work on your own computer you can buy the Adobe CS5 Suite for $199 from the RAM Shop, and includes Illustrator, Photoshop and InDesign.

Each student will have server space to store their work-in-progress. It is your responsibility to keep track of your files, so I also recommend that you archive your projects on a personal flash drive or portable hard drive. Lost files at a deadline are not excusable and will adversely affect your final grade.

LYNDA.COM

Each student will be expected to purchase a subscription to Lynda.com, an online resource of instructional videos to supplement our classroom work. I also recommend that you view all the free videos - located on apple.com - relating to the Mac operating system, especially if this is your first hands-on experience with Macintosh computers. Peachpit (www.peachpit.com) is also a great resource for software instruction, tips and techniques.

TEXTBOOK

The Non-Designer's Design Book (3rd Edition) by Robin Williams is our only required textbook, which will have required reading. This is an introduction to basic design and typographic principles which will lay the groundwork for more advanced work. As mentioned earlier, you will also be expected to purchase a subscription to Lynda.com. For anyone wanting a more thorough understanding of design history I recommend *History of Graphic Design by Philip Meggs.*

DESIGN SKETCHBOOK

Each student should purchase and maintain a sketchbook of their graphic design ideas. Even when you have become fluent with design software, it is often helpful to step away from the computer and think with a pencil. A sketchbook is a great place to write down your ideas, sketch rough concepts for your design projects, and collect inspiring examples of design.

GRADING AND CLASS PARTICIPATION

You are required to participate in critiques and reviews in class, which will also count towards your class participation portion of your grade. Critiques are intended to stimulate thought and discussion between you and your colleagues. It is a forum for learning as well as standard practice for developing ideas.

There will be four projects during the semester plus a final project. Additionally, we will have in-class exercises.

Grades on all assignments will be out of 100 points as follows:
10 points - Showed progress on project and participated in critique(s)
15 points - Followed parameters of project
25 points - Created interesting, original, visually-appealing layout
25 points - Used principles of proximity, alignment, repetition, contrast
25 points - Craftsmanship

Please allow up to two weeks for grades to be returned to you.

Semester grades will be determined as follows:
Class Participation: 10%
Regular Assignments: 60%
Final Project: 30%

Please be aware that I reserve the right to change 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. You are allowed three absences. Any additional absences will adversely affect your grade.

ACADEMIC INTEGRITY
Inspiration and influence are important parts of the design process, and you will be encouraged in this course to seek out the work of other designers for inspiration. However, direct copying of another designer's work is plagiarism, no less than stealing another author's words. Students taking this course are expected to abide by the provisions and the spirit of the Honor Code of the University of North Carolina at Chapel Hill. Please let me know if you have any questions about your responsibility or my responsibility under the Honor Code and how it pertains to assignments for this class.

CONTACT INFO
Email is generally the best way to reach me, and I can usually get back to you quickly if you have an urgent matter to discuss. My address is: hudgensm@email.unc.edu. I am also available to meet briefly before or after class if you let me know ahead of time. Otherwise, we can set up a time to meet that is mutually acceptable.

CLASS SCHEDULE
January 10th - Overview of class.
January 17th - Lecture on Proximity. In-class exercise using Illustrator. Critique.
January 24th - Lecture on Alignment and typography. First project assigned.
January 31st - Lecture on Repetition. Work time. In-class critique on project one.
February 7th - Work time for project one. First project due. Lecture on logos. Second project assigned.
February 14th - Lecture on Contrast and color. Work time. In-class critique on project two.
February 21st - Work time for project two. Second project due. In-class exercise using InDesign. Third project assigned.
February 28th - Studio time to work on project three. In-class critique on project three.
March 7th - Work time for project three. Third project due. Lecture on web design. Fourth project assigned.
March 14th - No class.
March 21st - Studio time to work on fourth project. In-class critique on fourth project.
March 28th - Studio time to work on fourth project. Fourth project due.
April 4th - Guest lecture on Adobe Premiere. Final project assigned. If time, studio time to work on final project.
April 11th - In-class critique on final project. Studio time to work on final.
April 18th - In-class critique on final project. Studio time to work on final.
April 25th - Studio time to work on final. Final project due.