

JOMC 334 - 001 | PRESENTATION DESIGN FOR STRATEGIC COMMUNICATION
UNC School of Media and Journalism
Fridays | 9:05 a.m. to 11:20 a.m. | Room 268

INSTRUCTOR

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OFFICE HOURS

Thursdays | 10 a.m. to 11:30 a.m. and 3 p.m. to 4:30 p.m.
Also available by appointment. Please email.

COURSE DESCRIPTION

Students will learn the basic principles of graphic design vocabulary and become comfortable working with related software. By the end of the course, students should be comfortable enough with the software suite to accomplish basic design tasks, understand how the applications work together, and, most importantly, be able to use the software as a tool in the creative design process.

COURSE APPROACH

You will use Adobe Illustrator, a vector-based drawing program, Adobe InDesign, a page layout program and Adobe Photoshop, an image creation and processing program. 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.

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

TEXTBOOK (required)

The Non-Designer's Design Book, Fourth Edition (2014)
Robin Williams
Peachpit Press
ISBN-10: 0-13-396615-1

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 or external hard-drive for file back-up
Sketchbook

ATTENDANCE

Because of the structure of this course attendance is necessary for learning and is required (unexcused absences will affect your final grade). If you need to miss a class it is your responsibility to inform me in advance and to subsequently make up the work. 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 noncourse 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.

GRADE WEIGHTING

Participation: 10% (attendance, discussion and critiques)
Sketchbook: 10%
Projects: 60%
Final Project: 20%

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

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 Journalism and Mass Communication'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.

SCHEDULE

WEEK 1 | *August 26* | Introduction

WEEK 2 | *September 2* | Design is everywhere

WEEK 3 | *September 9* | Form and idea

WEEK 4 | *September 16* | Presentation

WEEK 5 | *September 23* | Concept development

WEEK 6 | *September 30* | Symbol

WEEK 7 | *October 7* | Identity

WEEK 8 | *October 14* | Brand development

WEEK 9 | *October 21* (FALL BREAK)

WEEK 10 | *October 28* | Messaging

WEEK 11 | *November 4* | Branded content

WEEK 12 | *November 11* | Brand advocacy

WEEK 13 | *November 18* | Experience design

WEEK 14 | *November 25* | THANKSGIVING

WEEK 15 | *December 2* | Portfolio presentation

WEEK 16 | *December 10 at 8 a.m.* | **FINAL EXAM**