

MEJO 334-001 | PRESENTATION DESIGN FOR STRATEGIC COMMUNICATION

UNC School of Media and Journalism

3 Credits | Fridays | 9:05 a.m. to 11:20 a.m. | Room 268

INSTRUCTOR

Lisa Villamil
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OFFICE HOURS

Thursdays | 10 a.m. to 11:30 a.m. and 2:30 p.m. to 4:00 p.m.
Also available by appointment

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

In this course you will learn design and creative skills for solving advertising and strategic communication problems. Building design expertise comes with practice and this class is comprised of a series of lectures, readings, tutorials, and design 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 / free and online)

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

NOTE: You should be able to find used versions of the Non-Designers text. This textbook is also offered free through the UNC library. 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.

TUTORIALS (required / free and online)

Lynda.com / A Lynda.com subscription is now free to UNC students. <http://software.sites.unc.edu/lynda/>

SOFTWARE (required / free and online)

Software Adobe Illustrator is required software for this course. UNC Chapel Hill now provides students with a free subscription to Adobe Creative Cloud. Directions for this subscription and how to access the UNC's Virtual Private Network (VPN) are provided on the Sakai course site.

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 projects. Students should plan on spending a generous amount of additional lab time outside of class to complete readings, tutorials and projects. 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.

GRADE WEIGHTING

Engagement: 10% (attendance, discussion, effort, critiques)

Briefs and rationales: 15%

Projects: 75%

GRADING SCHEMA

A = 90 – 100

B = 80 – 90

C = 70 – 79

D = 60 – 69

F = < 60

EXPLANATION OF COURSE LETTER GRADES

A Excellent: Mastery of course at the highest level

B Strong: Strong performance demonstrating a high level of attainment

C Adequate: A totally acceptable performance demonstrating an adequate level of attainment

D A marginal performance in the required exercises demonstrating a minimal passing level of attainment

F For whatever reason, an unacceptable performance.

EXPLANATION OF DESIGN EVALUATION AND GRADING

Creative projects will be graded with a rubric measuring creativity, execution and engagement. Students typically receive ongoing feedback and evaluation in class during the creative process and project production. This takes the form of instructor/student conversations, peer critiques, class critiques, online critique forums and grading comments. Feedback is consistent although varied depending upon project objectives and production schedules.

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. <http://eoc.unc.edu/our-policies/ppdhrm/>

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 | *January 13* | Introduction

WEEK 2 | *January 20* | Design is everywhere

WEEK 3 | *January 27* | Form and idea

WEEK 4 | *February 3* | Presentation

WEEK 5 | *February 10* | Concept development

WEEK 6 | *February 17* | Symbol

WEEK 7 | *February 24* | Identity

WEEK 8 | *March 3* | Brand

WEEK 9 | *March 10* | Messaging

WEEK 10 | *March 17* | (SPRING BREAK)

WEEK 11 | *March 24* | Branded content

WEEK 12 | *March 31* | Brand advocacy

WEEK 13 | *April 7* | Leveraging emotion

WEEK 14 | *April 14* | Integrated PR and marketing

WEEK 15 | *April 21* | Final project

WEEK 16 | *April 28* | Final project

FINAL EXAM | *Monday, May 8, 2017 at 8 a.m. in Room 268*