

2017 Summer I  
59 Carroll Hall  
Monday - Friday  
9:45 pm - 12:30 pm

J182

# Introduction to Graphic Design

*A primer on the principles and practices of visual design*



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Office Hours  
By appointment



## Description and policies

### *Course description*

Visual design is at root a problem solving endeavour. And the tools we use are based in the use of metaphor and imagery to communicate solutions to our editors, clients and ... to ourselves as designers. In **Introduction to Graphic Design**, you will learn the basic principles of visual communication, and the basics of software tools and design methodology in the application of those principles to communication and design problems.

During this class you will take your first steps with **Illustrator**, a vector-based drawing program; **Photoshop**, an image creation and processing program; and **InDesign**, a page layout program, which allows you to assemble images and text into multiple page documents.

Building design skills comes with practice, and toward that end, the class is comprised of a series of exercises and projects. Design is also an intellectual exercise, so we will have discussions and reviews of your work during the semester to help further your understanding of the principles involved. Because of this structure, attendance is necessary for learning and is required (unexcused absences will affect your final grade) and deadlines are fixed. If you need to miss class, it is your responsibility to email me in advance and make up the work. Each student will be allowed two unexcused absence. Additional absences will result in a 5% reduction in your final grade.

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

### *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, enabling you to continue learning as you engage in a range of visual design projects.

#### **Design Fundamentals**

You should have a good basic understanding of fundamental design principles, such as the use of focal point, emphasis, balance, hierarchy, scale, and proportion.

#### **Portfolio**

By the end of the course, you will have completed three or four projects suitable for starting a portfolio.

As mentioned, design is an intellectual endeavour, and an on-going process. This class will not turn you into an expert in design or design software, but we hope that you finish the semester with an appreciation for the process, a set of useful skills and a solid foundation for continued learning.



## *Required Materials*

### DIVERSITY:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 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 seven bullet dots under "Professional values and competencies" in the link above.

### **Sketchbook**

You will need to roughly sketch your ideas when exploring new ideas. However, basic paper can suffice. At times you will have to turn in your individual sketches with assignments.

### **Thumb Drive**

You will need to purchase a thumb drive to turn in some projects.



## Assignments and grading

### *Grading*

This is a project-oriented course, with grading based on **three main projects which you will work on in class and at home.** There will also be two key exercises. **No final exam will be given.**

### Grading

This is a project-oriented course. Therefore, the grading will be based on various in-class/take-home projects.

#### Components

	Value
Two key exercises	20%
Poster/Cover Series	30%
Infographic	20%
Fun Magazine Spreads	20%
Class Participation	10%
Total	100

#### Scale

Points	Grade
94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
59 and below	F

### *Notes*

It will be to your advantage 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 standard practice for developing ideas. It also factors into your class participation.

## Assignments and grading

### *Grading criteria: In-lab exercises and projects*

During the course we will be completing several **lab exercises** with Illustrator, Photoshop and InDesign. These exercises are intended to give you a better understanding of the software tools in preparation for the other projects, and to help me evaluate your skills.

**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. 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.

There are several expectations that you should meet in order to get a high grade. These are the general grading criteria I will be using for the projects:

1. Every project must be completed on time
2. Spatial organization and structure of design elements should exhibit an understanding of design principles covered in class
3. Use of color should demonstrate an understanding of basic color principles
4. Use of type should demonstrate an understanding of basic typography principles
5. Use of creativity and imagination
6. Execution

You will be able to connect to the server through the Go menu > Connect to Server (keyboard command: command - k) on any other Mac. Enter: smb://files.mj.unc.edu in the text field. Windows users will be able to access it by mapping a drive with the server name. To logon with: ONYEN user and PW



## Course calendar

	<i>Topic</i>	
5-17 Wednesday	Introduction to the course and orientation to lab Introduction to Graphic Design	Practice
5-18 Thursday	Introduction to Illustrator Illustrator: essential tools and techniques	Exercise assigned
5-19 Friday	Illustrator: In class start	<b>Exercise one drawing due</b>
5-22 Monday	Illustrator: Color	
5-23 Tuesday	Illustrator: Color	Exercise color work progress
5-24 Wednesday	Illustrator: Color	Exercise color work progress
5-25 Thursday	Critique/ Design principles/Photoshop/ typography/illustration	<b>Exercise color work due</b>
5-26 Friday	Design principles/Photoshop/typography/ illustration	
5-29 Holiday		
5-30 Tuesday	Design principles/Photoshop/typography/ illustration	
5-31 Wednesday	Design principles/Photoshop/typography/ illustration	Preliminary
6-1 Thursday	Design principles/Photoshop/typography/ illustration	
6-2 Friday	Critique/ Design principles/Photoshop/ typography/illustration	Posters due
6-5 Monday	Start Infographics	
6-6 Tuesday		
6-7 Wednesday	Infographics	
6-8 Thursday	Infographics	
6-9 Friday	Infographics	

This is meant to be a guide for topics discussed in the course this semester. Such dates for topics may fluctuate depending upon the class' progress.



## Course calendar

	<i>Topic</i>	
6-12 Monday	Infographics	<b>Infographic due</b>
6-13 Tuesday	Review and magazine start	
6-14 Wednesday	InDesign/Magazine	
6-15 Thursday	InDesign/Magazine	
6-16 Friday	InDesign/Magazine	
6-19 Monday	InDesign/Magazine	
6-20 Tuesday	InDesign/Magazine	
6-21 Wednesday	InDesign/Magazine	
6-22 Thursday	Last day of class	<b>Magazine and cover due</b>

This is meant to be a guide for topics discussed in the course this semester. Such dates for topics may fluctuate depending upon the class' progress.



## Working practices

### *Working over a network*

You will turn in your assignments by posting to the Carroll server. A server is simply another computer with lots of hard drive space that is connected to the lab computer. 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 your section, JOMC 182.1: **1). Class Materials, 2). drop box, 3). Instructor, 4). Students.** All materials needed for class such as lectures, lecture notes and demonstration files will be located in class materials. **You will turn in or post your final exercises and projects into the “drop box.”** 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 on it for storing your files.

The network your computer uses to talk to the server is shared by entire school, so 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 nothing we can do to retrieve a file if this happens. **BEFORE WORKING ON A FILE, COPY IT TO THE DATA DRIVE ON YOUR COMPUTER, THEN OPEN IT FROM DATA TO WORK WITH IT. PLEASE NOTE: IF YOU COPY A FILE TO YOUR DESKTOP INSTEAD OF DATA, IT WILL BE ERASED AT THE END OF THE DAY. DATA 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, increasing the chance of a file being accidentally damaged or lost. Also, I will maintain and organize our files on the server on a regular basis. If you don’t have a backup, you will lose your work. **ALWAYS make a separate copy of your current work on a flash drive or other portable storage device before the end of class.**

..... **ALWAYS BACKUP YOUR FILES !** .....

**LOST FILES AT DEADLINE ARE NOT EXCUSABLE AND WILL ADVERSELY AFFECT YOUR FINAL GRADE.**



