

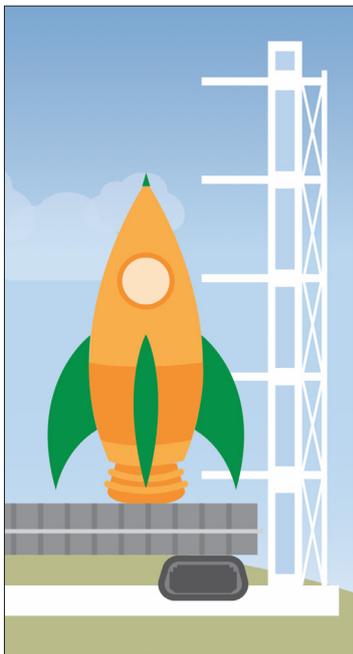
2017 SUMMER II
60 Carroll Hall
July 9 - July 16

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Office Hours
As needed by appointment

MEJO 605

Design & Production for Secondary School Publications



The summer course for 2017 will introduce educators to fundamental design and production concepts, and software exploration and production with the Adobe Suite, including Photoshop, Illustrator, InDesign and After Effects. Producing effective design projects requires varied skill sets. This course will address those skill sets, plus offer techniques on how to teach technology concepts in the secondary classroom.

The course will explore creative brainstorming, idea-generation, problem-solving techniques and will examine and share ideas of the use of outside-the-box digital and traditional resources to meet contemporary visual goals for print, broadcast, online and social media.

Course description

On cover.

Honor Code:

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help:

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

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 seven bullet dots under "Professional values and competencies" in the link above.

Attendance is required, participation is expected and deadlines are absolute.

To succeed in this class you must attend and participate in the discussions as well as hands-on and in-class assignments. Because this is a condensed class experience, it is vital that you do not miss a single class. Because so much content is covered in a short amount of time, missing one class for any reason will make it difficult to pass the class.

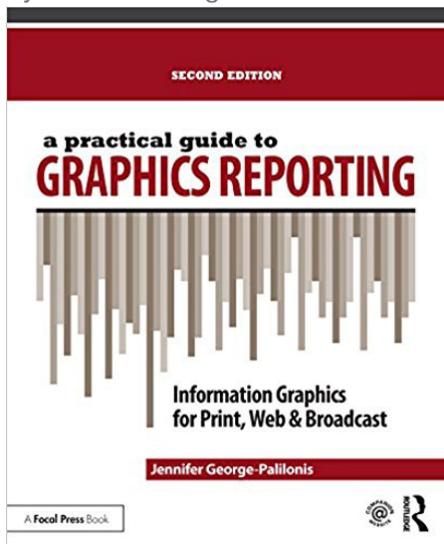
Backup tools

USB flash drive or portable hard drive. Remember that you are responsible for backing up your work. No deadline will be extended due to loss of files.

You will need a sketch book or paper for roughly sketching your ideas.

Textbook

a practical guide to
GRAPHICS REPORTING
by Jennifer George-Palilonis



Grading criteria

These are the main general grading criteria I will be using for the projects:

1. Every project must be completed on time
2. Overall spatial organization, structure of the elements on the page
3. Informative use of color or grays
4. Thoughtful choice of type
5. Aesthetic design choices in general
6. Creativity
7. Execution

However, please remember that the project-specific criteria will be listed on each project sheet.

Grading will be based on two exercises and three projects.

Projects 75% and exercises 25% of total grade.

Grading Scale:

H(onors) = 95–100%

P(assing) = 80–94%

L(ow) = 70–79%

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CALENDAR

NOTE: This schedule is a guide and may change depending on the classes' progress and needs

		Discussion/Activity	Homework (in addition to readings listed, projects will given most days)
July	Sunday 09	Morning: Arrive and lunch	
		Afternoon: Introduction to the course, orientation to the lab, and setting goals. Graphic Design Principles, brainstorming, creativity and high-quality execution.	Reading: Chapter 1 & 4
	Monday 10	Morning: Creativity and execution continued. Transition into Adobe Illustrator hands-on.	
		Afternoon: Adobe Illustrator Hands-on. Mastering the pen tool.	Reading: Chapter 2 & 3
	Tuesday 11	Morning: Adobe Illustrator Hands-on. Using color, execution and aesthetics.	
		Afternoon: Hands-on continued.	Reading: Chapter 8
	Wednesday 12	Morning: Adobe After Effects. Introduction to motion graphics.	
		Afternoon: Hands-on continued.	Reading: Chapter 7
	Thursday 13	Morning: InDesign and packaging. Hands-on. Adobe Photoshop Hands-on.	
		Afternoon: Hands-on continued.	
	Friday 14	Morning: Adobe Photoshop Hands-on continued	
		Afternoon: Adobe Photoshop Hands-on continued	
	Saturday 15	Morning: Wrap-up and critiques	
		Afternoon: Wrap-up and critiques	

Final Project

Prepare a two-week rough draft of lesson plans for teaching several of the concepts/hands-on covered in this course. Include complete descriptions of teaching methods, possible course materials and assignments.

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State unit goals and lesson objectives. Include all handouts and any other supporting materials. Develop and include one test. Due via email no later than Wednesday, July 19, 5pm.