

# PRESENTATION DESIGN

(MEJO 334)

## CONTACT

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**meet** my office Carroll, #371

### Office Hours

Mondays 1:00 - 2:00 pm  
or by appointment

### Meets

Carroll Hall 268  
Fridays 9:05 - 11:20 am  
1/12/18 - 5/8/18

## WHAT IS DESIGN?

Graphic design is one of the most important tools of Visual Communication. 'Design' means that the graphics are organized according to a 'plan', the goal of which is to bring order, hierarchy and clearness to the natural chaos.

Introduction to Graphic Design is intended to give you the basics for becoming a successful visual communicator, whether you wish to master page layout techniques, the creation of eye-catching posters, brochures or packages or to be aware of the complex world of informational graphics.

## COURSE GOALS

**Software and Production Skills:** You should finish the semester with a working knowledge of the three software packages which will enable you to continue learning as you engage in a range of visual design projects.

**Design Fundamentals:** You should have a basic understanding of how to apply fundamental design principles and graphic design theory to solve problems. You will also study the technical nomenclature of graphic design and learn fundamental principles of typography, color theory and visual composition.

**Portfolio:** By the end of the course you will have completed projects suitable for your portfolio.

## REQUIRED MATERIALS

### Sketchbook

You will need to roughly sketch your ideas when exploring new concepts. Don't worry about your drawing skill level. Must be 9" x 12" in size.

### Backup Tools

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

### [Carbonmade account](#)

A portfolio site for designers, artists, and photographers. You can make a free account to use for class.

### [Adobe Software](#)

Download Adobe CC through the school. It's free to you as a UNC student. Otherwise you can use the lab during open hours. Be sure to login to the Adobe Creative Cloud software before class begins.

### [Lynda](#)

The Lynda website gives you access to tons of video tutorials to take you through all of the Adobe software you'll use. It's also free to UNC students.

**No textbook required.**

# description & policies

This course is an introduction to the main principles of graphic design: how to create harmonious displays that convey information, attract viewers, and are both effective and beautiful. Therefore, we will cover the basics of layout design, typography, color theory, and interaction. During this class you will be learning:

- Adobe Illustrator, a vector-based drawing program;
- Adobe Photoshop, an image creation and processing program; and
- Adobe InDesign, a page layout program for assembling images and text.

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 design principles and processes.

## ATTENDANCE

Because of the structure of this course attendance is necessary for learning and is required. Deadlines are final. If you need to miss a class, it is your responsibility to contact me in advance and to subsequently make up the work. You will be allowed one unexcused absence to be used however you see fit. Each unexcused absence after that will result in 50 points off your final grade. Excused absences do not affect your grade. In addition, every late arrival will result in a 10 point reduction in your final grade. Leaving class early without prior approval will also result in a 10 point reduction.

## HONOR CODE

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

All students must adhere to the UNC Honor Code which states that a student must “refrain from lying, cheating, or stealing”. The University of North Carolina at Chapel Hill has had a student-administered honor system and judicial system for over 100 years. The system is the responsibility of students and is regulated and governed by them but faculty share the responsibility. If you have questions about your responsibility under the honor code please bring them to your instructor or consult with the Office of the Dean of Students or the Instrument of Student Judicial Governance. This document, adopted by the Chancellor, the Faculty Council, and the Student Congress, contains all policies and procedures pertaining to the student honor system. Your full participation and observance of the honor code is expected. Additional information pertaining to the UNC Honor Code can be found by going to [honor.unc.edu](http://honor.unc.edu).

# more policies

## ACCOMMODATIONS

If you have a disability that may require reasonable accommodations to ensure that you have equal access to this course, you are encouraged to self-identify with either of the following offices, depending on your individual needs. Please notify the program at (919) 843-9471 as well. 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 at this link.

Department of Accessibility Resources & Service  
(919) 962-8300 [accessibility.unc.edu](http://accessibility.unc.edu)

The Learning Center  
(919) 962-7227 [learningcenter.unc.edu](http://learningcenter.unc.edu)

## VALUES & COMPETENCIES

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, particularly in regards to “understanding concepts and applying theories in the use and presentation of images and information”.

## ORGANIZATION OF THE CLASS

Each class will consist of lecture/discussion. Some days will include lab time. In most cases students will use lab time to begin an assignment that is related to the class material. Students should plan to spend additional time outside of class to complete these exercises and class projects.

## TURNING IN YOUR WORK

The instructor reserves the right to make changes to the schedule as needed. All work should be turned in via your Carbonmade portfolio. I will check your link after the deadline to grade your final work. If the site is not working for you, for any reason, you should send me a PDF of your final work via email and/or Slack. Backup and save all of your files to multiple locations such as a flash drive, an online cloud site like Dropbox, or just email them to yourself. Lost files, corrupted work, lack of internet are not acceptable excuses. Late work will not be accepted.

# assignments

## EXERCISES

During the course you will be completing several lab exercises and homework assignments with Illustrator, Photoshop, and InDesign. These exercises are intended to give you a better understanding of the software tools in preparation for the major projects. You will also be given general design assignments to work on your creativity, brainstorming, idea development and more.

## PROJECTS

This is mainly a project-oriented course with grading based on five (5) main projects which you will work on during class and at home. No final exam will be given. Work turned in past the deadline will not be accepted. We will do critiques in various forms for each project.

### **2D Design**

This project consists of two parts where you will explore the elements and principles of design while learning to use the beginning elements of Adobe Illustrator. You'll learn how to "see" like a designer. Consider the two parts of this project as challenges to test your creative thinking and problem solving.

### **Logo Design**

In this project you will create the visual identity for a client using Illustrator. Your client will be assigned in class. We'll begin with black and white designs and then move onto color options.

### **Poster Design**

A poster, sounds easy enough, no? Unfortunately you have some limitations. We'll learn how much you can do with digital imaging, a camera, and Photoshop.

### **Art Direction**

Time to use your design skills for branding and advertising. We'll create a series of ads and focus on branding.

### **Publication Design**

You will be provided with copy, photos and art for a 6 page (3 spread) magazine article.

# grading

Be prepared to work on exercises and projects outside of class. You will be able to work sometimes during sessions but that alone will not be enough time. 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. Spatial organization, structure of the elements, informative value of the display.
2. Thoughtful use of color.
3. Thoughtful choice of type.
4. Creativity and originality.
5. Aesthetic design choices in general.
6. Following the guidelines for each project.

***Redoing Work: Any of the first four projects maybe redone for additional points only if they have been turned in by the deadline. The maximum amount of points that can be earned in a redo is half of the points lost when initially graded. For example, a student who receives a 100 out of a 150 point project can earn a maximum of 25 more points for their redo.***

## ASSIGNMENTS

Exercises	250
Project 1: 2D Design	150
Project 2: Logo Design	150
Project 3: Poster	150
Project 4: Art Direction	150
Project 5: Publication Design	<u>150</u>
	1000

## GRADE SCALE

Percentage	Grade
100-95%	A
94-90%	A-
89-87%	B+
86-84%	B
83-80%	B-
79-77%	C+
76-74%	C
73-70%	C-
69-67%	D+
66-60%	D-
59% and below	F

# class schedule

Date	Topic	Work Due Beginning of Class	Homework
1/12	Intro to Class; Creativity, Inspiration & Brainstorming	Carbonmade Portfolio Setup; Enrolled in Slack	Exercise #1 - 100 Letters
1/19	Elements & Principles, Types of Design; Shape, Space, Pattern & Gestalt Theory; <b>ASSIGN Project #1 - 2D Design</b>	Exercise #1 - 100 Letters	Exercise #2 - Insects & Patterns & Pathfinder
1/26	Element of Design: Type (Parts of Type); Pairing Fonts	Exercise #2 - Insects & Patterns & Pathfinder	
2/2	Types of Logos / Thumbnailing & Sketching; <b>ASSIGN #2 Project Logo Design</b>	<b>DUE Assign #1 - 2D Design</b>	Exercise #3 - Type Trace & Pen Tool
2/9	Color Theory & Combination; Vector vs. Raster, Resolution, Color Types, Layers	Exercise #3 - Type Trace & Pen Tool	
2/16	Working with a Client & a Boss; Target Audiences <b>ASSIGN Project #3 Poster</b>	<b>DUE #2 Project Logo Design</b>	Exercise #4: Six Heads
2/23	Digital Imaging; The Power of Image Manipulation; Advanced Selections; Ethics in Photography & Design	Exercise #4: Six Heads	Exercise #5: Photo Manipulation
3/2	Famous Designers & Design Movements	Exercise #5: Photo Manipulation	
3/9	Intro to InDesign; Layout & Grids; Branding; <b>ASSIGN Project #4 Art Direction</b>	<b>DUE Project #3 Poster</b>	Exercise #6: Typographic Diseases
3/16	SPRING BREAK		
3/23	Working with the Brief; Does it have "legs"?; Conceptual Thinking	Exercise #6: Typographic Diseases	Exercise #7: Emotional Packaging
3/30	HOLIDAY	Exercise #7: Emotional Packaging	
4/6	Elements of layout; Dealing with body copy; <b>ASSIGN Project #5 Publication Design</b>	<b>DUE Project #4: Art Direction</b>	
4/13	Work Day		
4/20	Work Day		
4/27	Work Day	Pre-Critique Publication Design	
5/4	NO CLASS		
5/7	Portfolio Presentation Day	<b>Due at 8am Project #5: Final Publication</b>	