
Fall 2018
Carroll Hall
Monday and Wednesday
8:00 – 9:45 am

MEJO 182

FOUNDATIONS OF GRAPHIC DESIGN

A primer on the principles and practices of visual design

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Office Hours:
Thursdays 5:30-6:30 and by appointment

DESCRIPTION & POLICIES

Course description

Visual design is at root a problem solving exercise, 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 *Foundations of 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 the class is comprised of a series of exercises and projects to give you the practice necessary. 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 concepts 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 absences. 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:

- **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 endeavor, and an ongoing 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.

Student Materials:

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

Thumb Drive or External Hard Drive: You will need to purchase some sort of storage device to back up your work and store larger files.

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.com: Lynda is also free to you as a UNC student. You will be assigned video tutorials to help you master the software we'll be using in class.

ASSIGNMENTS & GRADING

Grading

This is a project-oriented course, with grading based on four main projects which you will work on in class and at home. There will also be two key exercises and one quiz.

The final exam/presentation will be held on December 7th at 8 am.

COMPONENTS

Exercises and Quizzes	10%
Project 1	15%
Project 2	15%
Project 3	20%
Project 4	20%
Final Presentation	5%
Participation	15%
	100%

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+
66-64%	D
63% and below	F

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. 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:

- Every project must be completed on time
- Spatial organization and structure of design elements should exhibit an understanding of design principles covered in class
- Use of color should demonstrate an understanding of basic color principles
- Use of type should demonstrate an understanding of basic typography principles
- Use of creativity and imagination
- Complexity and execution of project

Participation

Participation will be 15% of your final grade. In order to receive full marks for participation, you will need to:

- Attend all class meetings (two unexcused absences are allowed)
- Participate in class discussion with thoughtful comments demonstrating your understanding of the material. The key here is quality, not quantity of comments.
- Turn in all in-class assignments, including peer feedback forms, and make up any assignments you have missed.

All assignments will be submitted via Sakai. Late work will not be accepted.

Classroom Norms

You are expected to be seated at your workstation by the start of each class. Please avoid tardiness as you will distract your classmates. Class meetings will typically include a 50-minute lecture, followed by a 5-minute break, and then a 50-minute exercise or lab time. Please only use your cell phones during the break.

Most classes will have assigned readings or tutorial videos. You are expected to complete these **before** the class for which they are assigned. We will use class time to discuss and practice the techniques, but not to cover the basics you should have learned in the readings or videos. Learning a new software takes practice and you may find that you need to complete the tutorials or exercises multiple times.

Working practices

All assignments should be turned in via Sakai before their due date. Sakai will not accept files after the date they are due, however, you may upload additional files before the due date. I will grade your last submission.

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. If you don't have a backup, you could 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 GRADE.

Course Calendar

DATE	TOPIC	BEFORE CLASS	AFTER CLASS
AUG. 22	Course Introduction / The History and Theory of Design	Read: Syllabus, access Sakai site	Survey
AUG. 27	Introduction to Typography / Introduction to Color Theory	Readings on typography and color	Quiz #1 due before start of next class
AUG. 29	Typography, Layout, and the Grid/ Color Theory/ Adobe Illustrator	Adobe Illustrator Videos	
SEPT. 3	Labor Day, No Class		
SEPT. 5	Typography, Layout, and the Grid/ Color Theory/ Adobe Illustrator	Adobe Illustrator Videos, Read Exercise #1 requirements	Finish Exercise #1
SEPT. 10	Typography, Layout, and the Grid/ Color Theory/ Adobe Illustrator	Illustrator advanced videos, Turn in Exercise 1 before class	
SEPT. 12	Project #1 Preliminary Review	Upload sketches/project comps to Sakai	Submit feedback form
SEPT. 17	Adobe Illustrator		
SEPT. 19	Project #1 Critique / Adobe Illustrator	Turn in Project #1 on Sakai	Submit feedback form
SEPT. 24	Introduction to Photoshop	Photoshop videos	
SEPT. 26	Introduction to Photoshop	Photoshop videos	
OCT. 1	Introduction to Photoshop	Photoshop videos, Read Exercise #2 Description	Finish Exercise #2
OCT. 3	Introduction to Photoshop / Poster Design	Photoshop videos	
OCT. 8	Project #2 Preliminary Feedback	Upload unfinished draft/working files	Submit feedback form
OCT. 10	Work Day		
OCT. 15	Project #2 Critique	Turn in Project #2	Submit feedback form

DATE	TOPIC	BEFORE CLASS	AFTER CLASS
OCT. 17	Intro to InDesign	In-Design tutorials	
OCT. 22	Intro to InDesign	In-Design tutorials, Project #2 Overview	
OCT. 24	Intro to InDesign	In-Design tutorials	
OCT. 29	Publication Design		
OCT. 31	Project #3 Critique	Submit Project #3	Submit feedback form
NOV. 5	Portfolio Creation / Graphic Design Careers / Information Graphic Intro		
NOV. 7	Information Graphics	Infographics readings, Read Project #4 Assignment	
NOV. 12	Information Graphics / Work Day	Illustrator Graphics Videos	
NOV. 14	Thanksgiving Break, No Class		
NOV. 19	Project #4 Preliminary Review	Upload draft/unfinished project files to Sakai	Submit feedback form
NOV. 21	Thanksgiving Break, No Class		
NOV. 26	Work Day		
NOV. 28	Project #4 Due	Turn in Project #4	Submit feedback form
DEC. 3	Design Careers & Portfolio Workshop	Draft of Portfolio	Work on final presentation
DEC. 5	Course Recap & Final Presentation lab time		Work on final presentation
DEC. 7	Final Presentations @ 8am	Submit files on Sakai	Complete course review