INTRO TO GRAPHIC DESIGN

MEJO 182.3
Meet in Carroll 59
5:30 - 7:15pm

CONTACT

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Office Hours
Tues and Thurs, 1-2pm

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.

Portfolio: By the end of the course you will have completed four projects suitable for starting a portfolio. Design is an intellectual endeavor and an on-going process. This class will not turn you into an expert in design or design software but I hope that you will finish the semester with an appreciation for the design process, a set of useful skills, and a solid foundation for continued learning.

TO DO

Buy the Textbook: *Graphic Design: The New Basics* by Lupton, 2nd ed.

Consider Buying: T*hinking with Type* by Lupton, 2nd ed. and *Layout Essentials* by Tondreau, 11th ed.

Buy a 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.

Get a Backup Tool: 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.

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

Download 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.

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 & DEADLINES

Because of the structure of this course attendance is necessary for learning and is required. You are permitted 2 "Life Happens" days to use as needed. There is no need to notify the instructor of your reasons for your absences. If you are late to class by more than five minutes or leave more than 5 minutes early, you will be counted absent. For each class you miss after your 2 "Life Happens" days your final grade will be lowered by three points (a 100 becomes a 97). I strongly suggest that you save your absences for emergencies and sick days. Do not ask for an exception to the attendance policy when you actually come down with the flu or need to go to an appointment. An absence on a due date does not justify a late assignment. All of your attendance will be posted on Sakai.

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.

more policies

VALUES & COMPETENCIES

The UNC Chapel Hill School of Media and Journalism's accrediting body outlines a number of professional values and competencies students should be able to demonstrate by the time they graduate. This course touches on a number of the values and competencies, with an emphasis on (1) demonstrating an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; and (2) thinking critically, creatively and independently. Complete accreditation standards are available at this link.

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.

Department of Accessibility Resources & Service
(919) 962-8300   accessibility.unc.edu

The Learning Center
(919) 962-7227   learningcenter.unc.edu

DIVERSITY

The University's policy statements on Equal Employment Opportunity and Nondiscrimination are outlined here. In summary, UNC 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.

HARASSMENT

UNC does not tolerate harassment based on gender, race, religion, sexual orientation, culture, disability, or for any other reason. It is also a violation of the Honor Code and Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. If you need assistance with a harassment issue or problem, bring it to the attention of the instructor or The Office of the Dean of Students, dos@unc.edu or (919) 966-4042.

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 other 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 six (6) main projects which you will work on during class and at home. Work turned in past the deadline will not be accepted. We will do in-class reviews of your projects.

100 Thumbnails: You'll learn about the process of sketching out your ideas for graphic design and some useful techniques for brainstorming.

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.

Logo Design: In this project you will create the visual identity for a client using Illustrator.

Photo Manipulation: We'll learn techniques for retouching and manipulating photography.

Poster Design: Let's move into page layout and digital image manipulation with this poster project.

Publication & Information Design: You will be provided with copy, photos and art for a 6 page (3 spread) magazine article. Your layout will also consist of the creation of an informational graphic. You will be required to research, write and create art/charts/maps/diagrams for a half-page graphic to be included in your article layout.

TURNING IN YOUR WORK

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. Because we will be practicing the same standards required in the field of graphic design late work will not be accepted.

grading

Be prepared to work on projects outside of class. You will be able to work during 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. 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. All redone work is due no later than the last regularly scheduled class of the semester.**

ASSIGNMENTS

Exercises & Class Work	100
Midterm & Final	200
Project 1: 100 Thumbnails	100
Project 2: 2D Design	100
Project 3: Logo Design	100
Project 4: Photo Manipulation	100
Project 5: Poster	100
Project 6: Publication & Info Design	200
	1000

Grades will be posted on Sakai for all assignments.

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

The instructor reserves the right to make changes to the schedule as needed.

Day	Date	Topic	Read/Watch/Listen	Assignment
Tu	8/21	Intro to Class; Carbonmade Portfolio Setup; Enroll in Slack	TBD	Purchase supplies and text required for course.
Th	8/23	Creativity, Inspiration & Brain-storming		
Tu	8/28	Elements & Principles, Types of Design; Exercise: The Insect		Project #1: 100 Thumb-nails
Th	8/30	Shape, Space, Pattern & Ge-stalt Theory; Exercise: Black Arrows		
Tu	9/4	Exercise Type Trace, Path-finder, Combining Letters; Saving and Outputting Files		
Th	9/6	Element of Design: Type (Parts of Type) & Pairing Fonts		Project #2 - 2D Design
Tu	9/11	Types of Logos / Thumbnail-ing & Sketching		
Th	9/13	Working with a Client & a Boss - Research, Roughs & Comps		
Tu	9/18	Color Theory & Combination; Color Formats		Project #3a - Logo Design B&W
Th	9/20	Vector vs. Raster, Resolution		
Tu	9/25	Layers; Exercise: CIB Layers		Project #3 - Final Logo Design
Th	9/27	Ethics in Photography & De-sign; Exercise: CIB Exercise - Basic Selections		
Tu	10/2	Media Literacy & Advanced Selections; Exercise: Heads		
Th	10/4	Vector in Photoshop		Project #4: Photo Ma-nipulation
Tu	10/9	Intro to the Grid		
Th	10/11	Custom brushes; Class Critique		Project #5a - 3 Roughs of Poster

schedule continued

Day	Date	Topic	Read/Watch/Listen	Assignment
Tu	10/16	Work Day		Midterm
Th	10/18	Fall Break - No Class		
Tu	10/23	Famous Designers & Design Movements		
Th	10/25	Famous Designers & Design Movements continued; Exercise: Digital Art		
Tu	10/30	Intro to InDesign		Project #5 Poster
Th	11/1	Using masters & styles; Exercise: Multipage Layout		
Tu	11/6	Layout & Grids continued; Exercise: Typographic Diseases		
Th	11/8	Multicolumn Layout		
Tu	11/13	Dealing with Images in Page Layout		Project #6a: Roughs of Layout
Th	11/15	Intro to Infographics; News Value in Graphic Design		
Tu	11/20	Infographics cont.; Thinking about Interactivity		
Th	11/22	Thanksgiving - No Class		
Tu	11/27	Work Day & Instructor Meetings		Project #6b: Infographic
Th	11/29	Professional Organizations & Jobs in the Field		
Tu	12/4	Class Critique		Project #6: Final Publication & Infographic
Tu	12/11	4pm-7pm - Final Exam		Final Exam