

MEJO 334-001 | PRESENTATION DESIGN FOR STRATEGIC COMMUNICATION | FALL 2018

UNC School of Media and Journalism

3 Credits | Mondays | 9:05 a.m. to 11:20 a.m. | Room 253

INSTRUCTOR

Lisa Villamil
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OFFICE HOURS

Tuesday | 1:30 p.m. to 3:30 p.m. or by appointment

COURSE DESCRIPTION

Visual design is explored through analysis and execution of advertising projects. The impact of typography, color, imagery, messaging, brand, market strategy, and strategic communication is stressed. Students learn to problem-solve design and marketing solutions and to use professional software.

COURSE APPROACH

This course will teach you how to generate great ideas and to design *strategically* to solve advertising, brand, and advocacy communication problems. Building design skill comes with practice so this course is progressive in nature and centered on a series of studio projects as well as lectures, readings, tutorials, and quizzes. Design is also an intellectual activity so we will discuss and critique professional and student design work during the semester. This will deepen your appreciation of excellent design and teach you how to professionally articulate creative ideas and to evaluate design products.

COURSE OBJECTIVES

- Learn to see and express abstract ideas
- Analyze and develop insight into the visual communication of advertising, brand, and advocacy messaging
- Experience the problem-solving process of the designer
- Develop a working sketch process for idea development and team communication
- Develop an understanding of how to apply design principals to solve form, composition, color and typography problems
- Develop and expand vocabulary for professional design and visual communication practice
- Articulate in words (critiques) and writing (briefs) creative ideas and learn to professionally discuss design products
- Gain an appreciation of the diversity of graphic expression, style, and individual professional designers
- Develop intermediate skills and knowledge working with professional design software
- Gain an understanding of design and creative strategy as a profession
- Leave a more creative thinker with a passion for design

TEXTBOOK (required / free and online through UNC)

The Non-Designer's Design Book, Fourth Edition (2014)
Robin Williams
Peachpit Press
ISBN-10: 0-13-396615-1

TUTORIALS (required / free and online)

Lynda.com / A Lynda.com subscription is free to UNC students. <https://software.sites.unc.edu/lynda/>

SOFTWARE (required / free and online)

This course uses several applications and services from the Adobe Creative Cloud. UNC Chapel Hill provides students with a *free* subscription to Adobe Creative Cloud. Directions for accessing Adobe CC and the required UNC Virtual Private Network (VPN) are provided on the Sakai course site.

ADDITIONAL COURSE MATERIALS

Mouse (wireless is best with a laptop)

Sketchbook

USB flash drive or external hard-drive for file back-up (optional with UNC MJ-school server)

ATTENDANCE

Because of the structure of this course, attendance is required and extremely important. Three or more absences—unexcused and excused—will result in a failing grade. Additionally, you are expected to arrive to class on time.

Arriving more than 15 minutes late or leaving more than 15 minutes early (with the exception of research and open lab days) will count as an absence if you fail to provide the instructor with a valid reason. If you must miss a class for any reason, it is your responsibility to contact me ahead of time. If you need to miss a class, it is your responsibility to inform me in advance and to subsequently make up the work. Please refer to course online materials, content, and instruction for missed days.

CLASS EXPECTATIONS

Most class sessions will consist of lecture, demonstration, tutorials, discussion and limited lab time to work on current projects. Students should plan on spending a generous amount of additional lab time outside of class to complete readings, tutorials, and projects. You are expected to come to every class on time, interact with your classmates and me, and work hard inside and outside of lab. Once class has started, you are expected NOT to check your cell phone or browse non-course related websites during class. This is distracting to students around you and to me. Failure to do so will lower a student's participation grade. Also, please be aware that you will be working in a computer lab filled with expensive equipment. Drinks are not allowed on desks next to computers. No food is allowed. If you must eat, please make arrangements with me prior to class.

GRADE WEIGHTING

Engagement: 10% (attendance, participation in class/critiques, online discussions, using your unique voice)

Briefs and rationales: 15% (writing)

Quizzes: 15% (fundamentals)

Projects: 60% (strategy, design, copywriting, presentation)

GRADING SCALE

A = 92 – 100

A- = 90 – 92

B+ = 88 – 90

B = 82 – 88

B- = 80 – 82

C+ = 78 – 80

C = 72 – 78

C- = 70 – 72

D = Below 70

EXPLANATION OF COURSE LETTER GRADES

A Excellent: Mastery performance that is above and beyond (original)

B Strong: Strong performance demonstrating a high level of attainment (competent)

C Adequate: An acceptable performance demonstrating an adequate level of attainment (solid)

D Marginal: Performance demonstrating a minimal passing level (weak)

F Fail: For whatever reason, an extremely poor performance (unacceptable)

EXPLANATION OF DESIGN GRADING AND FEEDBACK

Your grade will be based on objective and subjective criteria as is the standard in creative arts and in professional practice where your work will be evaluated by clients and supervisors of differing backgrounds.

To help you develop as a designer and creative strategist, I use a grading rubric that helps you understand your strengths and weaknesses. In class, you will receive ongoing feedback and evaluation during the design-making process and through formal class critiques. Feedback takes the form of instructor/student conversations, peer critiques, class critiques, online critique forums, and grading comments. I cannot stress enough the importance of class discussions. I recommend you listen carefully and write notes in your sketchbook to accelerate learning.

All grades and all course materials are posted on the course Sakai site. You can access information 24/7.

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. <http://eoc.unc.edu/our-policies/ppdhrm/>

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 six bullet points under "Professional values and competencies" in the link above.

SCHEDULE

WEEK 1 | *August 22* | Introduction

WEEK 2 | *August 27* | Design is everywhere

WEEK 3 | *September 3* | Labor Day holiday (*No class*)

WEEK 4 | *September 10* | Form and idea

WEEK 5 | *September 17* | Presentation

WEEK 6 | *September 24* | Concept development

WEEK 7 | *October 1* | Symbol

WEEK 8 | *October 8* | Identity

WEEK 9 | *October 15* | Brand (*Fall Break week*)

WEEK 10 | *October 22* | Messaging

WEEK 11 | *October 29* | Branded content

WEEK 12 | *November 5* | Brand advocacy

WEEK 13 | *November 12* | Leveraging emotion (*Thanksgiving Holiday week*)

WEEK 14 | *November 19* | Integrated marketing communications

WEEK 15 | *November 26* | Final project

WEEK 16 | *December 3* | Final project

Last day of classes: Wednesday, December 5, 2018

FINAL EXAM: Monday, December 8, 2018 at 8 a.m. in Room 253 (mandatory attendance)