INTRO TO GRAPHIC DESIGN

MEJO 182.2
Meet in Carroll 60
MW 4:00 - 5:45pm

CONTACT

Shannon Zenner

email szenner@live.unc.edu
tweet @szenner
chat uncgraphicdesign.slack.com
meet my office Carroll, #371

Office Hours
By appointment via Slack message.

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. - https://tinyurl.com/mejo-182-002-unc-w19

Consider Buying: *Thinking 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 at least 9" x 12" in size and unlined.

Get a Backup Tool: USB flash drive or portable hard drive. 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   The Learning Center
(919) 962-8300   accessibility.unc.edu   (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 four (4) 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.

Project #1: 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.

Project #2: Logo Design: In this project you will create the visual identity, specifically a logo, for a client using Illustrator.

Project #3: Poster Design: Let's move into page layout and digital image manipulation with this poster project.

Project #4: 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.

EXAMS

There will be two exams offered in the course, a midterm and a final exam. Both exams are comprehensive of all skills and material offered throughout the course. Each exam will consist of an objective-based section and a practical section. The practical section will require students to use skills learned in the course to complete an assignment during the course of the exam.

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 three 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 70 out of a 100 point project can earn a maximum of 15 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	200
Midterm & Final	200 (100 each)
Project 1: 2D Design	100
Project 2: Logo Design	150
Project 3: Poster	150
Project 4: 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
W	1/9	Intro to Class; Carbonmade Portfolio Setup; Enroll in Slack	N/A	Purchase supplies and text required for course. Exercise #1: 100 Thumbnails
M	1/14	Creativity, Inspiration & Brainstorming; Basic Shapes in Illustrator	Watch: TED Talk about boredom; Read GDNB pp. 1-31 (beginning through Formstorming)	In Class Exercise #2: The Insect; ; Assign Project #1
W	1/16	Elements & Principles of Design; Pen Tool; Pathfinder Tools	Read GDNB pp. 32-59 (Point, Line, Plane & Rhythm & Balance)	In Class Exercise #3: Type Trace & Pathfinder
M	1/21	HOLIDAY - No Class		
W	1/23	Shape, Space & Pattern; Duplicating in Illustrator	Read GDNB pp. 60-79 (Scale, & Texture) and pp. 200-213 (Pattern)	In Class Exercise #4: Black Arrows
M	1/28	Gestalt Theory; Combining Letters; Saving and Outputting Files	Read GDNB pp. 98-115 (Gestalt Principles) and pp. 116-139 (Framing & Hierarchy)	In Class Exercise #5 - Initials & Initial Pattern
W	1/30	Element of Design: Type (Parts of Type) & Pairing Fonts		**Project #1 - 2D Design DUE;** Assign Project #2
M	2/4	Logo Types / Thumbnailing & Sketching; Vector vs. Raster, Resolution		
W	2/6	Working with a Client & a Boss - Research, Roughs & Comps		Project #2a - Logo Thumbnails DUE
M	2/11	Color Theory & Combination; Color Formats	Read GDNB pp. 80-97 (Color)	Project #2b - Logo Design B/W DUE
W	2/13	Layers & Transparency; Intro to Photoshop	Read GDNB pp. 140 -165 (Layers & Transparency)	In Class Exercise #6: CIB Layers
M	2/18	Ethics in Photography & Design		**Project #2 - Final Logo Design DUE;** Assign Project #3
W	2/20	Basic Selection Tools; Brainstorming for Poster Project		In Class Exercise #7: CIB Exercise - Basic Selections

schedule continued

Day	Date	Topic	Read/Watch/Listen	Assignment
M	2/25	Famous Designers & Design Movements; Finding inspiration; Advanced Selections cont. and Vector in Photoshop		In Class Exercise #8: Advanced Selections
W	2/27	Photoshop tools - Retouching & Blending; Review for Midterm		In Class Exercise #9: Heads
M	3/4	Photoshop Tools continued; Eliminating the unneccessary from your work		Poster #3a: Roughs Due
W	3/6	Midterm		**Midterm**
MW	3/11-3/15	SPRING BREAK - No Class		
M	3/18	Photoshop Tools cont.		
W	3/20	Photoshop Tools cont.		
M	3/25	Intro to the Grid; Layout and Type	Read GDNB pp. 166 -199 (Modularity & Grid)	**Project #3 Poster DUE;** Assign Project #4
W	3/27	Intro to InDesign; Making an Inspiration Board		
M	4/1	Layout & Grids; Multicolumn Layout		Project #4a: Inspiration Board for Project Due
W	4/3	Using masters & styles		In Class Exercise #10: Typographic Diseases
M	4/8	Dealing with Images in Page Layout; Text Wrapping		
W	4/10	Infographics		
M	4/15	Infographics continued		
W	4/17	TBD		Project #4b: Roughs with Infographic Due
M	4/22	Work Day & Instructor Meetings		
W	4/24	Final Class Critique; Review for Final Exam		**Project #4: Final Publication DUE**
		Final Exam TBD		**Be sure to look at MEJO final exam schedule NOT general UNC schedule**