

## **MEJO 335-001 | AD VISUAL LANGUAGE LAB | SPRING 2019**

**UNC School of Media and Journalism**

**3 Credits | Tuesday and Thursday | 11 a.m. to 12:15 a.m. | Carroll Hall, Room 58**

### **INSTRUCTOR**

Lisa Villamil  
Assistant Professor  
School of Media and Journalism  
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### **OFFICE HOURS**

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

### **COURSE DESCRIPTION**

The Visual Language Lab explores the growing influence of design as a thinking process for human-centered activity, innovation and management. In this course students investigate how design is becoming integrated into all disciplines. Collaborating with researchers, data analysts, reporters, marketing content strategists, social media specialists, computer scientists, business operations analysts and others to share interdisciplinary knowledge, student's design and develop strategic communication and marketing plans, research reports, projects or products addressing societal issues and challenges. A variety of media and methodologies will be used including design research, applied theory, design thinking, service design, systems thinking and social consciousness.

### **OBJECTIVES**

- Work with a fluid, lean and agile entrepreneurial mindset
- Explore the creative balance between following personal vision vs. collaborative work
- Investigate societal issues and challenges using various design theories and models
- Apply design research and ethnographic techniques to examining societal opportunities and problems
- Develop strategic brand solutions, products, services, or processes using visual, verbal, written or mathematical language including schematic drawings, prototyping, and data modeling.
- Analyze how brand responsibility can create value and financial sustainability
- Create brands stories that resonate with customers
- Communicate new products, services, or process ideas to diverse stakeholders across platforms, channels and creative methods

### **ATTENDANCE POLICY**

Regular class attendance is a student obligation. Students are responsible for all of their work, including assessments, tests, and written work, and for all class meetings. If a course instructor chooses to take attendance and sees that a student misses three or more consecutive class meetings or misses more classes than the course instructor thinks advisable, the instructor may report the facts to the student's advisor and/or academic dean.

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

For further information see <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/#text>

## **CLASS EXPECTATIONS**

Most class sessions will consist of lecture, discussion and independent 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. 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.

## **REQUIRED MATERIAL**

### ***Lean Impact (2019) (required)***

Ann Mei Chang  
Wiley  
ISBN-978-1119506607

### ***Let My People Go Surfing (2016) (required)***

Yvon Chouinard  
Penguin Books  
ISBN- 0143109677

### ***Building a Story Brand: Clarify Your Message (2017) (optional)***

Donald Miller  
HarperCollins  
ISBN- 978-1404107212

## **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**

Wireless mouse, notebook, earbuds, file back-up using UNC Microsoft OneDrive, the Cloud or an external hard-drive

## **DETERMINATION OF GRADE**

### ***GRADING SCALE***

A = 94 and higher  
A- = 90 – 93  
B+ = 87 – 89  
B = 84 – 86  
B- = 80 – 83  
C+ = 77 – 79  
C = 74 – 76  
C- = 70 – 73  
D = below 70

### ***GRADING RUBRIC***

Participation: 5% (attendance, participation in class and online discussions, demonstrated passion)

Weekly writing assignment on readings: 15% (writing)

Design documents and projects: 70% (creativity, strategy, design, execution)

Final Presentation: 10%

### **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.

### **Honor Code:**

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

### **Seeking Help:**

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

### **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.

### **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 Department of Disability Services website at <http://disabilityservices.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**

### ***VISUAL LANGUAGE***

**WEEK 1** | *January 8-10* | Introduction

**WEEK 2** | *January 15-17* | A nonlinear process

**WEEK 3** | *January 22-24* | Human-centered design

**WEEK 4** | *January 29-31* | Systems thinking

**WEEK 5** | *February 5-7* | Innovating for good

### ***BRANDS FOR GOOD***

**WEEK 6** | *February 12-14* | Meeting the needs of real-world communities

**WEEK 7** | *February 19-21* | Partnerships and stakeholders

**WEEK 8** | *February 26-28* | Value-driven brands, ethical design, responsible impact

**WEEK 9** | *March 5-7* | Crowdsourcing for social good

**WEEK 10** | *March 12-14* | Spring break

### ***SUSTAINABILITY***

**WEEK 11** | *March 19-21* | People, planet and profit

**WEEK 12** | *March 26-28* | Seventh Generation

**WEEK 13** | *April 2-4* | Sustainability strategies

**WEEK 14** | *April 9-11* | Technology and media as social change

**WEEK 15** | *April 16-18* | Balance

### ***REFLECTION***

**WEEK 16** | *April 23* | A new generation

*Last day of classes: Friday, April 26, 2019*

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**FINAL EXAM: Monday, April 29, 2019 at noon in Room 58 (mandatory attendance)**