Syllabus for MEJO - 482.2

Tobias Rose - Adjunct Professor - Spring 2019
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Office Hours - By Appointment
106 W. Parrish St
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Also available for appointments on campus.
Meeting at Carroll 58 M,W at 5:00PM

Outside of class time, I'm usually available via phone at 919-598-0908 M-F 1PM - 4PM.

Pre-Requisites

This class requires that the student has taken 182 or its equivalent. Acceptance is granted with the instructor's consent.
Students are expected to perform at their highest potential and begin the semester with a basic understanding of graphic design concepts. This includes typography, color, composition and a basic understanding of the Adobe Creative Cloud suite.

Course Description

Media Design is a very broad topic. However, in the context of journalism and storytelling, we will focus on some fundamental practices utilized today. Those are branding, layout and user experience. We will study the simplicity of their individuality as well as how they work together to form complex systems.

Objectives:

This course will teach creative problem solving skills related to graphic design through print and digital mediums. There will be reinforcement of basic design skills, advancement of core technical skills, layout, composition and audience related strategy as it relates to journalism. At the end of the semester, the student should have a broad understanding of these skills in order to advance within multiple professional areas.

January - Design Fundamentals

Week 1 -

1. Fundamentals of Form and Composition

Week 2

1. Defining Design: What it is and what isn't.
2. Sketching and Wireframing
3. Functional Typography
4. Typography as a Design Element
5. Paula Scher

Week 3

1. Color Theory
2. Imagery
3. Milton Glaser

Week 4

1. Imagery & Color
2. Pattern and Texture
3. David Carson

February – Totality and Composition

Week 5

1. Crafting a brand through visual elements.
2. Logos, Icons and Ideation
3. Saul Bass

Week 6

1. Branding Touchpoints
2. Designing collateral
3. Thinking for Print

4. Project 5 - Branding

Week 7

1. UX and interactive considerations
2. Designing for the User

Week 8 (Feb 25)

4. Imagery & Color
5. Pattern and Texture
6. David Carson

March Pt 1– First Half Review and Midterm Exam

Week 9

1. Thinking through what you have that you didn't have before.
2. How can you use it
3. Exam prep and review.

March Pt 2– Advanced Composition - Tackling Design questions and problem solving

Week 11

1. Exam Review and our Thinking
2. Taking what we've learned and evolving through it - How do we use the history of design to solve problems for a contemporary world?
3. How do you apply these concepts to publications?
4. Newspapers and Magazines: Longform publication design and planning / structure

Week 12

1. Newspapers and Magazines 2
2. Cultural considerations and self awareness
3. Culture as a design tool

April

Week 13

1. Newspapers and Magazines 3
2. Features and imagery integration
3. Information and Data design

Week 14

1. Interactive Design - Design for web and mobile.
2. Considering scale and grids
3. Accessibility and User Experience

Week 15

1. Interactive Design Continued
2. Branding with Interactive Consideration
3. Prototyping

Week 16

1. Final Reviews and Critiques

Final Exam

Monday April 29th at 4:00PM

Attendance Policy

Each student will be allowed two unexcused absences. Your final grade will be reduced by 10% for each additional unexcused absence. Excused absences (doctor's note or cleared with me in advance) do not affect your grade. Please note that if you miss class, it is your responsibility to make up the work. You will be dropped from the class after two absences. If no documentation is presented within one day of your return to class, the absence will be considered unexcused.

Required Materials

There is no required textbook for this class. However, a sketch book and access to Adobe Creative Cloud are needed.

Grading

DETERMINATION OF GRADE:
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

Grading rubric
Participation- 10%
Group Projects- 10%
Projects - 40%
Quizzes- 20%
Final Project- 20%

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 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 dots under "Professional values and competencies" in the link above.