

## Welcome to Spring '20 semester!

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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.

Foundations of 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.

### **the essentials**

#### **MEJO 182.2 class hours**

4 p.m. – 5:45 p.m. Mondays & Wednesdays, Carroll 59

#### **Instructor**

Adjunct Professor Chris Kirkman, (919) 260-8029, [chris.kirkman@gmail.com](mailto:chris.kirkman@gmail.com)

#### **Office hours**

By appointment – email is best form of contact

#### **Required purchases**



- **Sketchbook** for tracking ideas, storyboarding class projects and brainstorming.

- **USB memory stick**, portable hard drive, or a *reliable* cloud back-up network to save your work. Please be aware that you are responsible for backing up your own work.

- **A Bluetooth or laptop-compatible mouse.** If you plan to use a laptop primarily for work, you will need to purchase a mouse to bring with you to class. This is essential for learning proper techniques in Illustrator and Photoshop (trackpads are inaccurate). You may purchase whatever mouse suits you and your laptop, but here's a recommended Bluetooth model from Amazon. *NOTE: If you plan to use the desktop computers in the lab you do not have to purchase a mouse.*



- You may also be given **readings from PDF files** that are on the class server.

### Recommended items

- **Textbooks**

Design Basics Index

Jim Krause – HOW Design Books

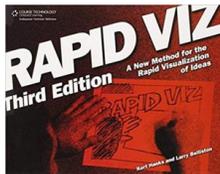
LinkedIn Learning

Excellent instructional videos are available on this website.

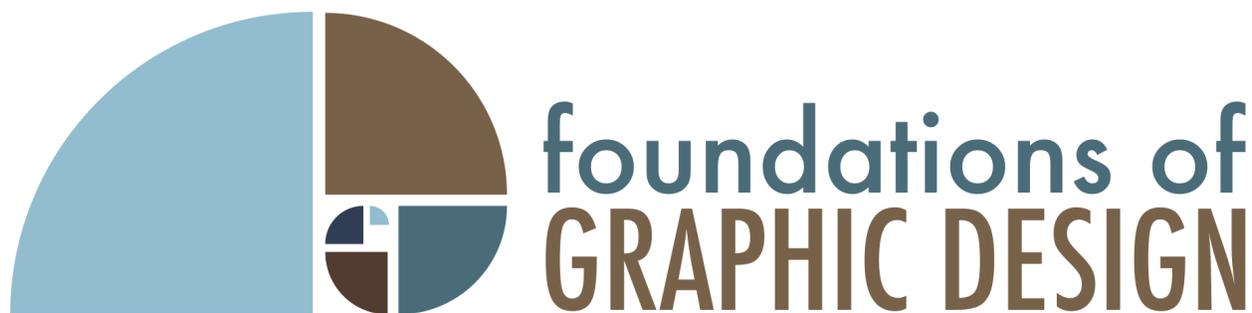
- **Coffee**

This class starts late, and after a long day you might need a pick-me-up.

### Recommended downloads



Rapid Viz: A New Method for the Rapid Visualization of Ideas. This book will teach you how to better develop rapid sketching skills which will help you not only in class, but also when you want to convey your ideas to others in almost any project.



## Descriptions & Policies

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### Course description

In Foundations of Graphic Design you will learn to use the principles of visual communication and to combine them successfully with basic production techniques. Also, you will gain awareness of how important ethics and social responsibility are in the creation of visuals.

During this class you will take your first steps with Illustrator, a vector-based drawing software, Photoshop, an image processing tool, and InDesign. You will master these by completing class exercises and projects. Therefore, attendance is required (unexcused absences will affect your final grade) and deadlines are absolute. If you need to miss class, it is your responsibility to advise me in advance and to make up the work.

### Important policies

All students are **allowed one unexcused absence**. Additional unexcused absences will result in a 2% reduction in your final grade. Excused absences (doctor's note or cleared with me in advance) do not affect your grade. In addition, every five late arrivals will result in a 2% reduction in your final grade.

All students are expected to turn in completed assignments on time. Any assignments submitted late will be assessed an **immediate 15-point penalty**, as well as a 15-point penalty for each 24-hour period that passes after which the

assignment was due. Please see Assignments & Grading for information on total points given per class project.



Students taking this course are expected to abide by the provisions and the spirit of the Honor Code of the University of North Carolina at Chapel Hill. Please let me know if you have any questions about your responsibility or my responsibility under the Honor Code and how it pertains to assignments for this class. The Instrument of Student Judicial Governance requires that you sign a pledge on all written work. Please include the following on all your written work, and sign your name next to it: “On my honor, I have neither given nor received unauthorized aid on this assignment.” For more information about the honor system at UNC, including other avenues for addressing question or concerns, please refer to the UNC Honor Code website.

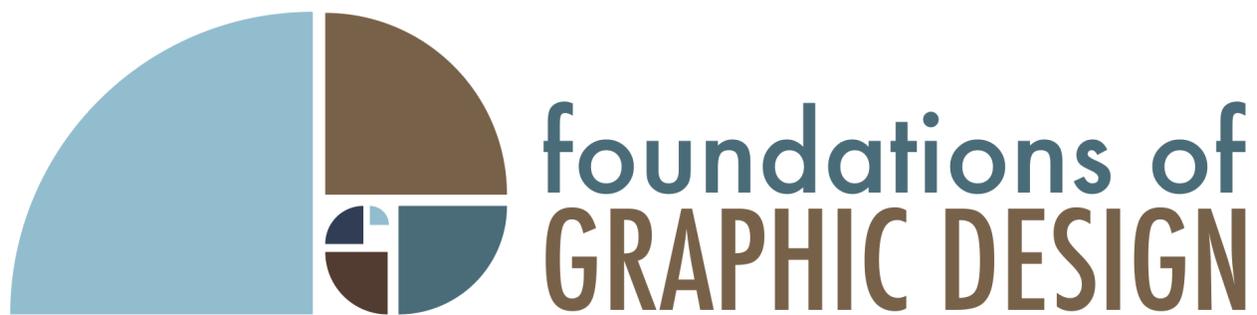
Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with UNC Student Affairs Accessibility Resources & Service Hub, (919) 962-8300, SASB North (Student and Academic Services Building), The Learning Center, 450 Ridge Road, Suite 2126, CB# 7214. For more information, see the UNC Learning Center: The Academic Success Program for Students with LD and ADHD.

The Hussman School of Journalism and Media’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 at this link.

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, particularly in regards to “understanding concepts and applying theories in the use and presentation of images and information”.

**Organization of class time**

Each class will consist of lecture/discussion. Some days will include lab time. In most cases students will use lab time to begin an assignment that is related to the class material. Students should plan to spend additional time outside of class to complete these assignments.



## Assignments & Grading

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### Grading criteria

During the course we will be completing several lab exercises with Illustrator, Photoshop and InDesign. These exercises will not be graded, but are intended to give you a better understanding of the software tools and to get you ready you for the four projects. However, if their quality is exceptional, they can be considered for raising grades in particular cases. You can also lose points in your overall final grade for not completing them on time. We will do in-class reviews both of exercises and projects.

**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.

**A note about lab hours:** The computer labs are in use all day from Monday through Thursday for classes, but should be open for general use on Fridays and the weekends.

If you would like to be able to work on your own computer, you you may sign up for the Adobe Creative Cloud, which allows you access to every piece of software in the Adobe Library **FOR FREE**. I highly recommend this, especially for students who may be planning to take more than just Foundations of Graphic Design.

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 class and project work:

1. Attention to detail and journalistic values
2. Attendance
3. Class participation
4. Projects completed on time
5. Spatial organization and structure of design elements that exhibits an understanding of design principles (in other words, did you pay attention to lectures in class)
6. Use of color that exhibits an understanding of design principles
7. Use of type that exhibits an understanding of design principles
8. Creativity

**Your overall grade for this course will be based on the following components:**

<b>Component</b>	<b>Point value</b>
Identity Design	250
Promotional Design	250
Magazine/Tablet Design	250
Information Design	250
<b>TOTAL</b>	<b>1000</b>

### **In-class and take home exercises**

In order to complete these assignments correctly, you will need to keep up with the reading and lectures during class. More particulars about each assignment

will be given in class.

### **Identity Design**

In this project you will create the visual identity for you or for your own company using Illustrator. You will name it (you can use your name), design a logo, business card and invoice sheet.

### **Promotional Design**

This exercise consists of the creation of two promotional posters for a local event. You must do some research about the topic and then develop the artwork for both the design and the graphics. You can use photos, but they must be either taken by yourself, an approved campus organization or student (with permission) or used as sources for creating an illustration (do not use photos taken directly the Internet without consulting me about usage rights first). You will be responsible for any promotional text and information that accompanies the project.

### **Magazine/Tablet Design**

You will be provided with copy, photos and art for a 6 page (3 spread) magazine article/tablet feature. Design your spreads as if the article is to appear in an existing periodical, for example Entertainment Weekly, Esquire, or Vanity Fair. Files and magazine choice to be determined.

### **Information Design**

This project consists 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.

**NOTE ABOUT FINAL EXAM:** The Final Exam time for this class is Monday, May 4th at 4 p.m. Attendance is mandatory, and no final grade will be issued for the class if you do not attend (unless prior arrangements have been made).

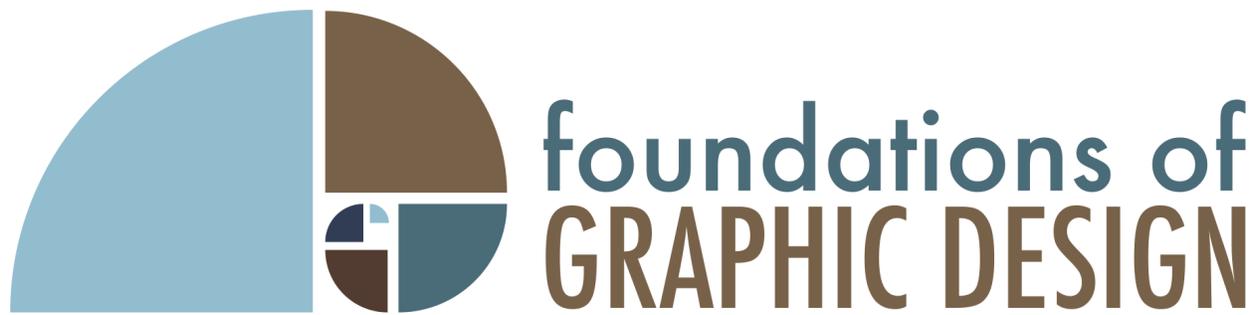
### **Grade Scales**

Projects are graded according to the highest professional standards. Grades in percentages are:

- A = 93-100%,
- A- = 90-92%,
- B+ = 87-89%,
- B = 83-86%,
- B- = 80-82%,
- C+ = 77-79%,
- C = 73-76%,
- C- = 70-72%,
- D+ = 67-69%,
- D = 60-66%,
- F = 59% or below

Below is a guideline for how grades are described within this course:

- A, nearly perfect in execution, quality of work is exceptional
- A-, work is impressive in quality, very few problems in any area
- B+, very good performance, did more than required, might struggle in one area only
- B, solid effort, met all requirements, fair application of skill
- B-, needs a bit more polish, pretty good handle on things overall
- C+, good in one area of work, but consistent problems with another area
- C, followed instructions, seems to understand basics but did the minimum to pass
- C-, has glimpses of potential in a limited range
- D+, did not demonstrate understanding of the basics but tried
- D, or F, did not demonstrate effort or understanding of basics, incomplete



## Class Calendar

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### Content

Below is a month-by-month calendar with important dates and deadlines. Please note that this calendar is a guide and not a comprehensive list. Additional assignments and readings will be distributed and added to this calendar throughout the semester.

If assignment dates/deadlines change, the changes will be announced in class and updated on this calendar.

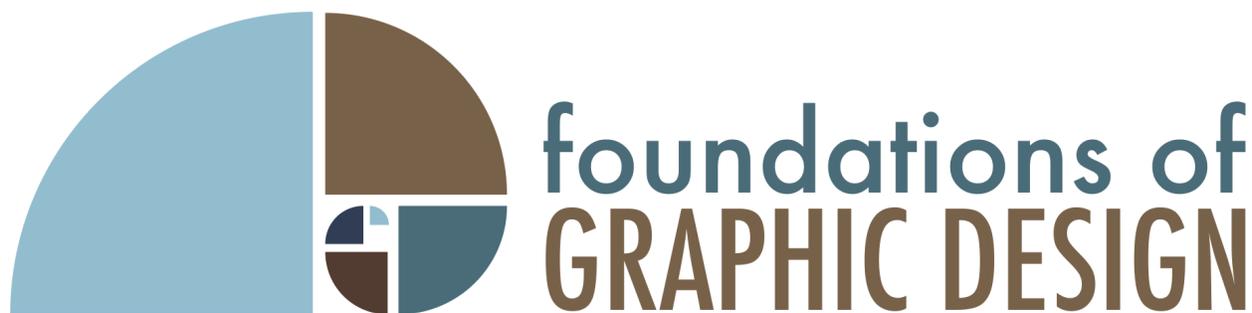
### MEJO 182.2 - Spring 2020

Today January 2020 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	Jan 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	Feb 1

Events shown in time zone: Eastern Time - New York Calendar

Live syllabus calendar can be found at  
<https://foundations2spring20.web.unc.edu/class-calendar/>



## Links & Downloads

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### Links and Downloads

When you get frustrated, the most important thing is DON'T PANIC!

Adobe Illustrator keyboard shortcuts reference

Adobe Kuler (Electronic color picker)

Bezier curves in type – with Method of Action! (Practice manipulating curves in type)

Lost Type (Font Foundry)

Photoshop Hands-on tutorial files (For use in Photoshop Boot Camp class)

Google Advanced Image Search (how to find images that are as large as possible)

Promotional Poster inspiration examples

Link to Katherine Öztürk's Pinterest for promotional poster inspiration

### Class Lecture files

Lecture 1 – What is Graphic Design?

Lecture 2 – The Creation Process

Lecture 3 – Design Principles I

Lecture 4 – Design Principles II

Lecture 5 – Using Color

Lecture 6 – Typography

**Reading assignments** (available via html links)

Pen tool exercise assistance (Reference PDF for pen tool)

**Class assignments**

Pen tool exercises (With take-home portion)

Captain Bezier exercise (Take-home exercise, check calendar for due date)

Kerning in action – with Method of Action! (Complete test – get at least 80%)

Color in action – with Method of Action! (Complete test – get at least a 6)

Project 1 – Identity Design (Due date in Class Calendar)

Project 2 – Promotional Design (Due date in Class Calendar)

Project 3 – Magazine Design (Due date in Class Calendar)

Project 4 – Information Graphics (Due date in Class Calendar)