

MEJO 530-001 – GREEN BRAND LAB | SPRING 2020

UNC Hussman School of Journalism and Media

3 Credits | Monday at 2:00 p.m. to 4:45 p.m. | Carroll Hall, Room 0011

INSTRUCTOR

Lisa Villamil
Assistant Professor
School of Media and Journalism
University of North Carolina at Chapel Hill
Carroll Hall, 330
Chapel Hill, N.C. 27599
lisa_villamil@unc.edu
919.843.0039 (o)

OFFICE HOURS

Tuesday | 10:30 a.m. to 12:00 p.m. or by appointment

COURSE DESCRIPTION

Development and design of creative strategies for green products and good services. Students innovate environmentally sustainable products, services and processes that lead to brand loyalty and positive impact. Triple bottom line: social, ecological, and financial strategies, brand development, advocacy communications, research, data, and storytelling come together to make the world a better place. Prerequisite or co-requisite: MEJO 433 UX Strategy or MEJO 340 Visual Design or equivalent experience. *This course fulfills UNC Experiential Ed (EE) requirements.*

APPROACH

The Green Brand Lab explores the growing influence of design and creative strategy as a powerful process for human-centered activity, innovation, and management. In this course students investigate how designers and product developers are becoming integrated into companies and organizations across the globe. This provides an opportunity for brands to promote socially and environmentally responsible products, services and processes that increase business or add to the bottom line. This course is highly participatory and structured as an open studio. Individual work or collaboration is encouraged. Partnerships with other courses or real-world companies and organizations are supported. A variety of media and methodologies will be used including design research, applied theory, design thinking, service design, systems thinking, and social consciousness.

Note: The exploratory nature of this course encourages diverse opinions. This course is a catalyst for open and free thinking with the intention of learning to express opinions and ideas within an environment of respect and shared purpose. Indeed, the ability to listen, evaluate, and reevaluate ideas is a central lesson of the Green Brand Lab.

OBJECTIVES

Students will:

- Work with a fluid, socially responsible 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 about new products or services to diverse stakeholders across platforms, and channels

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 alongside students with laptop computers. 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

Textbook (required)

UX Strategy (2015)

Jamie Levy

O'Reilly

ISBN- 978-1449372866

TUTORIALS (required / free and online)

LinkedIn Learning / A subscription is free to UNC students. <https://software.sites.unc.edu/linkedin/>

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

No-line sketchbook (any size)

File back-up system using UNC Microsoft OneDrive 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+	=	67 – 69 *
D	=	64 – 66
F	=	63 and below *

* A semester grade below a C- requires repeating this course to earn credit.

GRADING RUBRIC

Professional Practice: 10% (attendance, using best practices for design processes)

Reflective writing: 20% (demonstration of ability to connect readings to class discussions and projects)

Design projects: 70% (creativity, strategy, design research, presentation of complex ideas)

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 media as well as in professional practice where your work will be evaluated by clients and supervisors of differing backgrounds and understanding.

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 one-on-one instructor/student conversations, peer critiques, class critiques, online critique forums, and grading comments. I cannot stress enough the importance of these conversations. I recommend you listen carefully and write notes in your sketchbook to accelerate your 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 let me know. 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 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 dots under "Professional values and competencies" in the link above.

SCHEDULE

WEEK 1 | January 13 | Introduction: Social innovation

WEEK 2 | January 20 | (No class/MLK)

WEEK 3 | January 27 | Nonlinear thinking

WEEK 4 | February 3 | Systems thinking

WEEK 5 | February 10 | Framing: Process, scope, schedule, research and validation

WEEK 6 | February 17 | Design research: Qualitative and quantitative methods

WEEK 7 | February 24 | Conscious consumerism

WEEK 8 | March 2 | Triple bottom line brand model

WEEK 9 | March 9 | Spring break

WEEK 10 | March 16 | Social sustainability

WEEK 11 | March 23 | Ecological sustainability

WEEK 12 | March 30 | Financial sustainability

WEEK 13 | April 6 | Final project

WEEK 14 | April 13 | Final project

WEEK 15 | April 20 | Final project

Last day of classes: Friday, April 24, 2020

FINAL EXAM: Tuesday, May 5, 2020 at 8 a.m. in Room 0011 (mandatory attendance)

LAND ACKNOWLEDGEMENT

"We honour and thank the Occaneechi Tribe as our community partner and the many other Indigenous peoples including the Eno and the Shakori who were the traditional inhabitants of the land we now know as the University of North Carolina at Chapel Hill."