

## MEJO 334-001 | VISUAL DESIGN FOR STRATEGIC COMMUNICATIONS | FALL 2019

### UNC School of Media and Journalism

3 Credits | Tuesday | 5:00 p.m. to 7:45 p.m. | Carroll Hall, Room 283

### 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

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

### COURSE APPROACH

This course will teach you how to generate great ideas and to design *strategically* to solve advertising, brand, and advocacy communication problems. Building design skill comes with practice so this course is progressive in nature and centered on a series of studio projects as well as lectures, readings, tutorials, and quizzes. Design is also an intellectual activity so we will discuss and critique professional and student design work during the semester. This will deepen your appreciation of excellent design and teach you how to professionally articulate creative ideas and to evaluate design products.

### OBJECTIVES

- Analyze and develop insight into the visual communication of advertising, brand, and advocacy messaging
- Experience the problem-solving process of the designer
- Develop a working sketch process for idea development and team communication
- Apply design principals to solve form, composition, color and typography problems
- Speak about the diversity of design within visual communication and its cultural framework
- Articulate verbally and through writing creative ideas and learn to professionally discuss design products
- Gain an appreciation of the diversity of graphic expression, style, and individual professional designers
- Develop intermediate skills and knowledge working with professional design software
- Produce a body of innovative work that reflects understanding of design and visual communication
- Leave a more creative thinker with a passion for design

### 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 use your cell phone or browse non-course related websites during class. Also, 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)**

The Non-Designer's Design Book, Fourth Edition (2014)  
Robin Williams  
Peachpit Press  
ISBN-10: 0-13-396615-1

### **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, earbuds, notebook, file back-up using free UNC Microsoft OneDrive or your own 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 – 79  
D = 64 – 66  
D- = 60 – 63  
F = 59 and below

### **GRADING RUBRIC**

Participation: 10% (attendance, class and online discussions)  
Quizzes: 15% (fundamentals)  
Design Briefs: 15% (writing)  
Design projects: 60% (creativity, strategy, design, production)

### **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)

\* For more information about grades see [UNC Grade Definitions](#).

### **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**

**WEEK 1** | *August 20* | Introduction

**WEEK 2** | *August 27* | Design is everywhere

**WEEK 3** | *September 3* | Form and idea

**WEEK 4** | *September 10* | Problem-solving

**WEEK 5** | *September 17* | Presentation

**WEEK 6** | *September 24* | Symbol

**WEEK 7** | *October 1* | Concept

**WEEK 8** | *October 8* | Identity system

**WEEK 9** | *October 15* | Brand

**WEEK 10** | *October 22* | Spring break

**WEEK 11** | *October 29* | Messaging

**WEEK 12** | *November 5* | Branded content

**WEEK 13** | *November 12* | Brand advocacy

**WEEK 14** | *November 19* | Emotion

**WEEK 15** | *November 26* | Integrated marketing communications

**WEEK 16** | *December 3* | Integrated marketing communications

*Last day of classes: Wednesday, December 4, 2019*

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**FINAL EXAM: Tuesday, December 10, 2019 at 7 p.m., Carroll Hall, Room 283 (mandatory attendance)**