

## Welcome to Fall '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**

5 p.m. – 6:45 p.m. Mondays & Wednesdays, [Zoom instructional meeting space](#)

#### **Instructor**

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

Zoom personal contact ID: [919 260 8029](#)

#### **Office hours**

By appointment.

#### **Required purchases**

- **Sketchbook** for tracking ideas, storyboarding class projects and brainstorming (although any bits of paper and pen/pencil will do, just be sure to have something to sketch with as you will be required to turn in sketches with projects)



- **A Bluetooth or laptop-compatible mouse.** If you do not already own a mouse you will need to purchase one. 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.



- 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

- **Online tutorials**

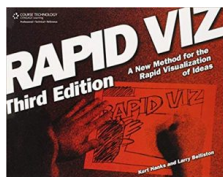
#### LinkedIn Learning

Excellent instructional videos are available on this website.

- **Coffee**

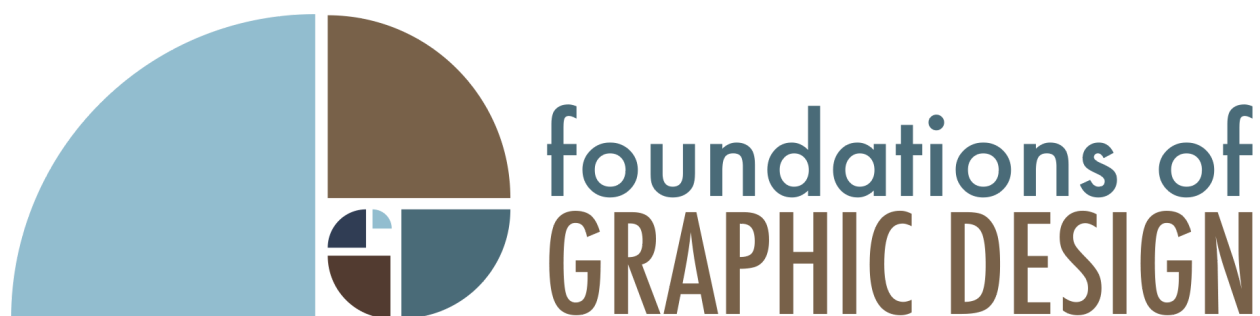
This class starts late, and after a long day you might need a pick-me-up.

### 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.



## Description & 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.

### Independent online research

To teach you the necessary principles and programs to create your projects, this course will combine in-class demonstrations with take-home assignments to practice. As beginners, it is inevitable that questions and technical problems will arise as you work with the Adobe programs. It is also not possible to cover every detail of a program through in-class demos or even assigned videos. The assignments will require you to learn how to learn new things independently, outside of direct instruction. While I, your instructor, am always available to answer your questions and clarify any topic, this course will challenge you to

troubleshoot your technical problems and figure out answers to your questions through independent online research. Before asking your question about a technical or software-related question, it is expected that you will research your question online first. Invest some time looking at tutorials, forums, videos and documentation sites to see if someone else has addressed your question or problem before. If you have conducted independent research online and still can't find your answer, reach out to me through email, text, or by requesting office hours. In addition to asking your question, **share what you learned during your research, a description of your problem, and any relevant screenshots.**

Remember, **Google is your friend.**

### **Important policies**

This course can be demanding. Most sessions will teach skills that you will need to proceed with your assignments, and missing a class will leave you behind. Therefore, attendance is required, participation is expected, and deadlines are absolute.

All students are **allowed two unexcused absences**. 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. As this course is project-based and cumulative in its delivery of technical information, it is important to attend each scheduled course day to receive new information and practice new skills. Students who choose to miss class are responsible for understanding the topics taught that day.

That said, this semester is also demanding for all of us since it is being taught remotely. If you have an issue and need to miss class just let me know ahead of time, if possible. Be proactive and we can work together. Be communicative and we can work together. Please don't ignore an issue; I'm here to listen.

I will be recording each class session for student review and in case anyone needs to study asynchronously. Again, if that is the case, please let me know.

All students are expected to turn in completed assignments on time. Any assignments submitted late will be assessed an **immediate** 10-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](#).

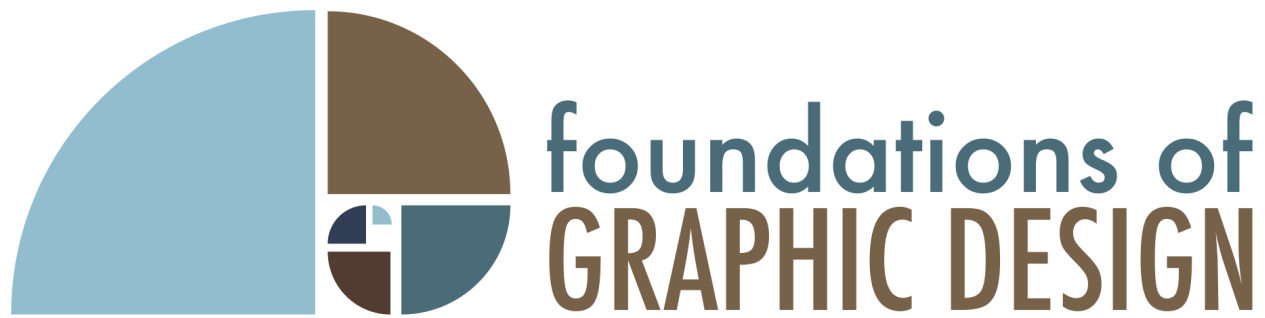
The Hussman School of Journalism and Media’s accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. [Learn more about them at this link](#).

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 are intended to give you a better understanding of the software tools and to get you ready you for the four projects. They will be graded (although for a smaller amount than main project work), so if their quality is exceptional they could raise your overall grade. You can also lose points in your overall final grade for not completing them on time. We will do in-class critiques of projects, and participation in these critiques is not only valuable, it is expected. This participation can also affect your final grade for this course.

**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 lab times on campus are in flux because of social distancing and capacity. They may sometimes be unavailable 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 software:** You will want to sign up for the [Adobe Creative Cloud](#), which allows you access to every piece of software in the Adobe Library **FOR FREE**. Since this is a remote-only class this semester you will need this in order

to complete the project work.

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 (and communication with me if there are issues with that)
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	225
Promotional Design	225
Magazine/Tablet Design	225
Information Design	225
Assignments, quizzes	50
Engagement, Participation, Peer reviews	40
Filling out class review form at end of semester	10
<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 art work 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 4 p.m., Friday, Dec. 11 (date subject to change from University scheduling - syllabus will be updated as soon as this is available). **Attendance is mandatory**, and no final grade will be issued for the class if you do not attend (unless prior arrangements have been made).

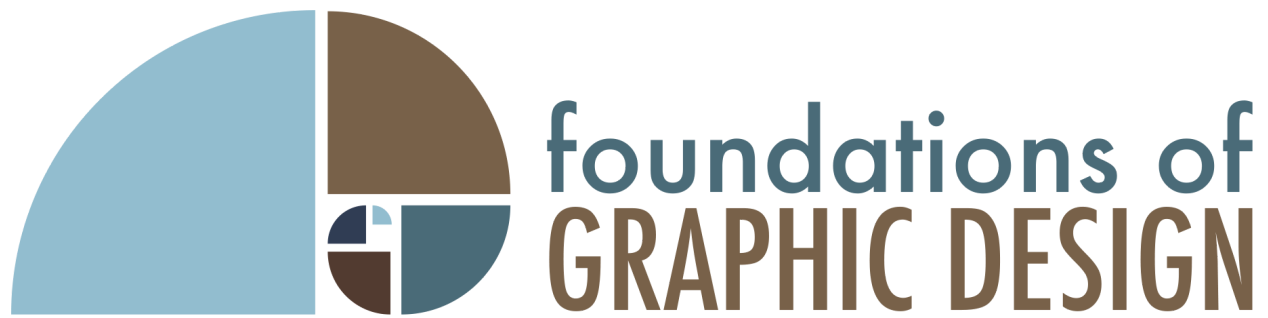
### **Grade Scales**

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.

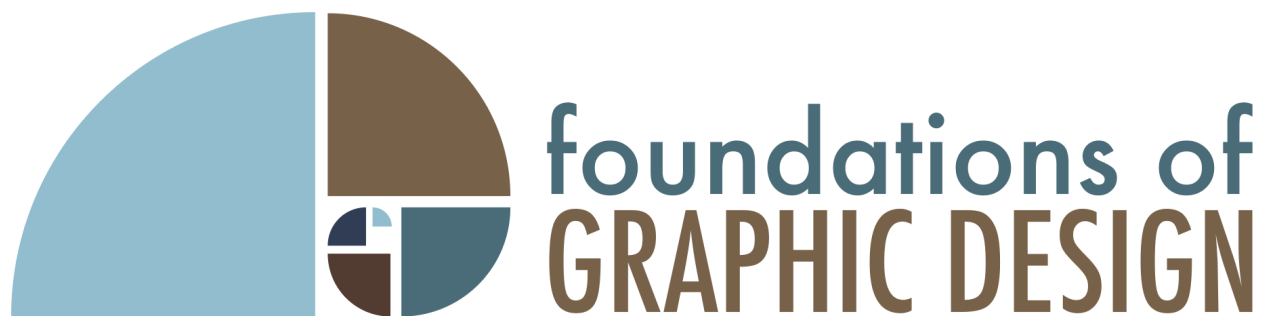
### MEJO 182.2 - Fall 2020

Today July 2020 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	Jul 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	Aug 1

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

Live syllabus calendar can be found at <https://mejo182-foundations2.web.unc.edu/class-calendar/>



## Links & Downloads

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The following list reflects the links and downloads from previous semesters. The expected assignments and lecture files may be changed and/or updated as the semester progresses.

### Links and Downloads

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

Adobe Illustrator keyboard shortcuts reference

Advanced Illustrator Tips video

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)

UNC Park International Research page (access to statistical databases – start with Statista)

## **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](#)

## **Class Zoom Meeting Recordings**

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

[Pen tool exercise assistance](#) (Reference PDF for pen tool)

## **Class assignments**

[Pen tool exercises](#) (With take-home portion due, check class calendar)

[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](#) (check class calendar for due date)

[Project 2 – Promotional Design](#) (check class calendar for due dates)

[Project 3 – Magazine Design](#) (check class calendar for due dates)

## Project 4 – Information Graphics