MEJO 182: **Foundations of Graphic Design**
A primer on the principles and practices of visual communication

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Office Hours
Tuesdays & Thursdays: 12:45pm – 2pm
Office Hours Meeting ID: 197 363 448

Description and Policies

Course Description

Visual design is a problem solving endeavor. In *MEJO 182: Foundations of Graphic Design* you will learn the basic principles of visual communication and how to apply them in concert with design methodologies in order to solve communication and design problems.

During this class you will use Adobe Illustrator, a vector-based drawing program; Adobe Photoshop, an image creation and processing program; and Adobe InDesign, a page layout program which allows you to assemble images and text into multi-page documents.

Building design expertise comes with practice and this class is comprised of a series of readings, homework assignments, exercises, and projects. Design is also an intellectual activity so we will have discussions and reviews (i.e., critiques) of your work during the semester to help further your understanding of the design principles and processes involved. Because of the structure of this course attendance is necessary for learning and is required (unexcused absences will affect your final grade). **Deadlines are fixed.** If you need to miss a class it is your responsibility to inform me in advance and to subsequently make up the work. You are expected to conduct yourselves within the guidelines of the UNC-CH Honor Code (see p. 9). All work must be completed with the high level of honesty and integrity that this university demands.

Goals of the Course

There are three primary goals for this class:

Software and Production Skills: You should finish the semester with a working knowledge of the three software packages which will enable you to continue learning as you engage in a range of visual design projects.

Design Fundamentals: You should have a basic understanding of how to apply fundamental design principles and graphic design theory to solve problems.

Portfolio: By the end of the course you will have completed three projects suitable for starting a portfolio. As mentioned earlier, design is an intellectual endeavor and an on-going process. This class will not turn you into an expert in design or design software but I hope that you will finish the semester with an appreciation for the design process, a set of useful skills, and a solid foundation for continued learning.

Required Materials

You will be required to use LinkedIn Learning for this course and video tutorials will be made available to you on this site: **https://software.sites.unc.edu/linkedin/** . The tutorials will sometimes be assigned for required viewing.

Additionally, I will assign videos for specific exercises and skills. I will also assign a variety of required reading materials and websites to be supplied during the semester.

Sakai, https://sakai.unc.edu, will house our course website.

Textbook

Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design
Armin Vit and Bryony Gomez Palacio (2009) - Rockport Publishing
ISBN: 9781592534470

Items to purchase

Backup tools
A Dropbox.com account. Remember that you are responsible for backing up your work. No deadline will be extended due to a loss of files.

Sketchbook
You will need to roughly sketch your ideas when exploring new concepts. Don't worry about your drawing skill level.

Supplemental Readings & Resources

Meggs' History of Graphic Design (6th Edition)
Philip B. Meggs and Alston W. Purvis (2016) - Wiley & Sons
ISBN: 9781118772058

Graphic Design Solutions (6th Edition)
Robin Landa (2019) - Wadsworth Cengage Learning
ISBN: 9781337554053

Assignments and Grading

Grading

This is a project-oriented course with grading based on four (4) main projects which you will work on during class and at home. There will also be several quizzes, homework assignments, key exercises, and a portfolio of your work that will be graded. No final exam will be given.

Assignments	Percentage
Quizzes	10%
Attendance & Homework	15%
Project 1: Typography Composition	15%
Project 2: Poster Series	15%
Project 3: Game Tip Sheet	20%
Project 4: Portfolio	25%
	100%

Scale Percentage	Grade
100-95.5%	A
95.4-92.0%	A-
91.9-89.0%	B+
88.9-84.0%	B
83.9-80.0%	B-
79.9-77.0%	C+
76.9-73.0%	C
72.9-70.0%	C-
69.9-68.0%	D+
67.9-60.0%	D
59.9% and below	F

Attendance Policy

Each student will be allowed two (2) unexcused absences and beyond that amount of unexcused absences the student's 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. **If no documentation is presented within one day of your return to class the absence will be considered unexcused.**

Notes

The work that you submit is what will be graded. No exceptions.

Late Work: The maximum grade that can be attained for a late assignment (e.g., exercise, project, etc.) will be reduced by 15% for every day that it is late. You have a maximum of one class period to submit late work, otherwise you will receive a zero for the assignment.

You are required to participate in critiques and reviews in class. Reviews are intended to stimulate thought and discussion between you and your colleagues. It is a forum for learning as well as a standard practice for developing ideas.

Please be aware that I reserve the right to reduce grades at the end of the semester in some cases based upon your class attendance, participation in critiques and reviews, and the overall quality of your work.

		Topic/Theory*	Assignment
1-19	Tuesday	Introduction to MEJO 182 and orientation to the lab/ Introduction to Adobe Illustrator	
1-21	Thursday	Introduction to Graphic Design/ Introduction to Adobe Illustrator	
1-26	Tuesday	The History and Theory of Graphic Design/ Introduction to Typography/ Adobe Illustrator	
1-28	Thursday	Introduction to Typography/ Adobe Illustrator	
2-2	Tuesday	Typography, Layout, and the Grid/ Adobe Illustrator	
2-4	Thursday	Typography, Layout, and the Grid/ Adobe Illustrator	
2-9	Tuesday	Typography, Layout, and the Grid/ Color Theory	Exercise 1 is due
2-11	Thursday	Typography, Layout, and the Grid/ Color Theory	
2-16	Tuesday	WELLNESS DAY	
2-18	Thursday	Critique	Project 1 is Due
2-23	Tuesday	Introduction to Semiotics/ Introduction to Adobe Photoshop	
2-25	Thursday	Poster Design/ Adobe Photoshop	Quiz No. 1
3-2	Tuesday	Poster Design/ Adobe Photoshop	
3-4	Thursday	Poster Design/ Adobe Photoshop	
3-9	Tuesday	Poster Design/ Adobe Photoshop	Exercise 2 is due
3-11	Thursday	WELLNESS DAY	

*This is meant to be a guide for topics discussed in the course this semester. Some dates for topics may fluctuate depending upon the class' progress.

		Topic/Theory*	Assignment
3-16	Tuesday	Critique	Project 2 is due
3-18	Thursday	The History of Information Graphics	
3-23	Tuesday	Information Graphics - Dealing with Data and Statistics/ Information Design	
3-25	Thursday	Information Graphics - Dealing with Data and Statistics/ Information Design	Quiz No. 2
3-30	Tuesday	Information Graphics - Information Design	
4-1	Thursday	Information Graphics	
4-6	Tuesday	Information Graphics	
4-8	Thursday	Information Graphics	
4-13	Tuesday	Introduction to Publication Design/ Adobe InDesign	
4-15	Thursday	Critique	Project 3 is due
4-20	Tuesday	Publication Design/ Adobe InDesign	
4-22	Thursday	Publication Design/ Adobe InDesign	Quiz No. 3
4-27	Tuesday	Publication Design/ Adobe InDesign	
4-29	Thursday	Publication Design	
5-4	Tuesday	Publication Design	Exercise 3 is due
		FINAL CRITIQUE	
5-8	**Saturday**	**Final Critique @ 8am**	**Project 4 is due**

*This is meant to be a guide for topics discussed in the course this semester. Some dates for topics may fluctuate depending upon the class' progress.

Assignments and Grading

Workload

Throughout the academic term, students will spend approximately two hours per class period (e.g., face-to-face or remote live session) completing assignments associated with course instruction including readings, software demonstration tutorials, and other exercises.

This course requires effort and perserverance.

All grades are final, non-negotiable, and will not be approximated. No exceptions.

You must remain attentive and demonstrate professionality during each class.

This course cannot be successfully completed in a totally asynchronous instructional format, therefore, it is extremely advantageous to engage in remote synchronous instruction because of the complexity of the topics and content that will be covered.

All students are required to participate in critiques either via the face-to-face synchronous instructional format or remote synchronous instructional format.

If your completed work is not submitted on time you will receive a grade of zero for the assignment. No exceptions.

You are expected to remain in class until class is dismissed.

All assignments are to be completed as detailed by the instructor and all assignment requirements must be followed.

If you are absent for more than 25% of the class periods during the term you will fail the course.

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Instructional Methods

Face-to-Face Synchronous Instruction (live classroom session)

Live classroom sessions may begin on the week of February 8, 2021 during the course's scheduled time and at the course's scheduled location. It is expected that students that receive face-to-face classroom instruction will adhere to UNC community and safety standards (i.e., wear a mask and practice social distancing). The classroom designated for this course has been arranged to promote optimal safety and its current capacity will only enable approximately 50% of the enrolled students to be physically present at any given time. Students will have access to a lab computer to utilize during instruction while in the classroom.

Remote Synchronous Instruction (live online session)

We will simultaneously hold a remote live class session at every face-to-face synchronous class period for which we are scheduled to meet beginning on the week of January 18, 2021. It is expected that students that have chosen not to engage in face-to-face synchronous instruction will be online for each remote live session as one's presence will be recorded for attendance purposes. Active and consistent participation in live online sessions is essential for success in the course and it includes the following resources and behavior for each live session: an active and functioning webcam (with a satisfactory audio connection) that is turned on, punctuality for each live session, and respect for the instructor and your fellow classmates. You must remain attentive during each live session meaning that your microphone is muted unless you intend to speak or ask a question, you are in front of your active camera, and you demonstrate professionality.

If you experience technical difficulties in entering the live session or while participating in it, please contact UNC ITS at help.unc.edu during the session in order to resolve the problem. If you are unable to join or re-join, please send me an email so that this can be considered with respect to your attendance. Lastly, please contact me in advance if you will be unable to attend a live session or you will be late. If you are unable to attend a live session it is recommended that you watch the class recording of that session which will be listed on our Sakai site's "WarpWire" page.

Asynchronous Instruction

You will be required to complete readings, view online software tutorials, complete "Lecture Notes" tutorials provided by the instructor, and complete quizzes. Reading materials will come from the textbook as well as from .pdf files supplied by the instructor via the course's Sakai site. Online software tutorials will come from LinkedInLearning.com and other venues. **The "Lecture Notes" tutorials will be graded for accuracy and their deadlines will be listed on the Sakai site's "Calendar".**

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Technology Issues

There are additional considerations associated with remote online learning. It is your responsibility to contact the instructor and UNC ITS at help.unc.edu (if necessary) when you encounter a technology issue (i.e., your computer freezes, etc.) that affects your class attendance or your submission of an assignment. This enables a record of your incident(s) to be established and your issues to be addressed.

++++++ ALWAYS BACKUP YOUR FILES ! ++++++

LOST FILES AT A DEADLINE ARE NOT EXCUSABLE AND WILL ADVERSELY AFFECT YOUR FINAL GRADE.

UNC Honor Code

The Honor Code (https://catalog.unc.edu/policies-procedures/honor-code/) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

Seeking Help

If you need individual assistance, it is 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 on the Equal Opportunity and Compliance Office's webpage (https://eoc.unc.edu/our-policies/ppdhrm/). 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 Accessibility Services website at https://accessibility.unc.edu/.

Final Exam

Final exam times are based on the Hussman Spring 2021 final exam schedule. Exams are scheduled according to the day and start time of the first meeting of the course each week and held in the regularly assigned meeting room unless the instructor is otherwise notified. If you are unable to hold your final at the assigned time, contact Dr. Tuggle to check rescheduling options.

Accreditation

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 here: http://hussman.unc.edu/accreditation . 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. The specific values and competencies addressed in this course are listed below:

- **Understand concepts and apply theories in the use and presentation of images and information;**

- **Think critically, creatively and independently;**

- **Conduct research and evaluate information by methods appropriate to the communications professions in which they work;**

- **Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;**

- **Apply basic numerical and statistical concepts;**

- **Apply tools and technologies appropriate for the communications professions in which they work.**