MEJO482 - Media Design

Grayson Mendenhall - Adjunct Lecturer - Spring 2021
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Office Hours - By Appointment

Regularly Scheduled Class Time: Mondays and Wednesdays - 5-6:45 p.m. EST

*** *This syllabus is subject to change. Students will be notified of any changes.* ***

Pre-Requisites

This class requires that the student has taken MEJO182 or its equivalent. Acceptance is granted with the instructor's consent.

Students are expected to perform at their highest potential and begin the semester with a basic understanding of graphic design concepts. This includes typography, color, and composition. Students are also expected to be proficient at an intermediate level in both Adobe Photoshop and Illustrator. Students should at least be familiar with Adobe InDesign, as we will use it extensively for some projects.

Course Description

In this course, students will learn the process of creating various design deliverables from concept to finished product. Students will learn to communicate visually in ways that not only connect with viewers and readers, but also match the overall tone of a brand or project.

Media Design is a very broad topic. However, in the context of journalism and storytelling, students will focus on some fundamental practices utilized today. Those are branding, layout and user experience. Students will study the simplicity of their individuality as well as how they work together to form complex systems.

This course covers A LOT of material in a short amount of time. The amount of work you will have to complete for each project will be intense. If you have taken any of Terence Oliver's courses, you can expect to put forth the same level of effort into your work for this course. For students who will go on to take 500- and 600-level courses, what you do in this course will improve your knowledge and skill set and leave you well-prepared to take on more comprehensive design projects.

SPECIAL NOTE: This semester is different and may be a source of anxiety for many reasons, so if any student has a need, concern or challenge, and wants to discuss any issues with the professor, they should feel free to reach as necessary. This is the first time teaching this course

fully online, so if at any point you have suggestions that may help the class run more smoothly or that can help enhance the learning experience, please let me know. My goal is for you to have an incredible semester and produce some amazing work for your portfolio!

Course Format

This course is going to be taught in a quasi-asynchronous manner. I have built a website that will be used to deliver the curriculum in a narrative format via text and videos. You will receive instructions on how to access the website during the first class session.

We won't be having any "lecture" type class sessions where I talk for an hour and a half over Zoom, but we will have some regular class meetings at the usually scheduled time that hopefully won't last longer than 30-45 minutes (at the most). During these meetings, I will introduce and give context to that week's material. I will also introduce and explain your projects during these class meetings. I'd like to also use this time for anyone to ask questions about anything having to do with the course and for me to answer in front of the group so that everyone can hear my answers.

I will schedule individual project update meetings with all of you throughout the semester so that I can give feedback and direction on your work. Some of these meetings may not be able to happen during our regularly-scheduled class time. Since I work from home and am at a computer for most of the day, I should be able to work around any individual student's schedule. I will facilitate the scheduling of these meetings, but it will be up to you to make sure you can attend and have your work ready to show. While this may seem inconvenient and odd since it is outside of our class time, it will be more like a professional atmosphere.

Because of the fast-paced nature of this course, it will be beneficial for you to get a chance to see each other's work outside of our formal critiques, so you will be split into peer groups and encouraged to share, critique, and give feedback on your works in progress. I will provide a list of the groups during our first class session.

Objectives:

This course will teach creative problem-solving skills related to graphic design through print and digital mediums. There will be reinforcement of basic design skills, advancement of core technical skills, layout, composition and audience-related strategy as it relates to journalism. At the end of the semester, the student should have a broad understanding of these skills in order to advance within multiple professional areas.

January

Week 1

Wednesday, Jan. 20 - First Day of Class

a. Discuss the syllabus
  i. Go over the course website
  ii. Introduction to the material
b. What is Design?
c. The Elements of Design
d. Working with Type
e. Organizing with Grids
f. Sketching and Iteration
g. How to Critique
h. Paula Scher: Poster Design for NYC's Public Theatre
i. **Introduction to Project 1** - Typographic Poster
  i. Project 1 is Due Monday, Jan. 25 by 5 p.m.

Week 2

Monday, Jan. 25

a. Project 1 - Critique via Zoom
b. Layout and Composition
c. Color Theory and Psychology
d. Color Combos and Judging Color Value
e. Blue Note: The Visual Identity of Jazz
f. **Introduction to Project 2** - Album Cover Redesign
  i. Project 2 is Due Monday, Feb. 1 by 5 p.m.

Wednesday, Jan. 27

g. Artist/Album idea due by 5 p.m.
h. Individual project update meetings with Instructor via Zoom

February

Week 3

Monday, Feb. 1

  a. Project 2 - Critique via Zoom
  b. Creative Briefs
  c. Mind Mapping
  d. Finding and Showing Our Inspiration
  e. Building Case Studies
  f. Eiko Ojala: Conveying Complex Issues With Simple Illustrations
  g. **Introduction to Project 3** - Newspaper Editorial Illustration
     i. Project 3 is Due Sunday, Feb. 7 by Midnight

Wednesday, Feb. 3

  h. Initial Sketches for Editorial Illustration due by 5 p.m.
  i. Individual project update meetings with Instructor via Zoom
     i. Project 3 is Due Sunday, Feb. 7 by Midnight

Week 4

Monday, Feb. 8

  a. Project 3 - Critique via Zoom
  b. Logos and Branding
  c. Designing Logotypes and Brand Symbols
  d. Rob Janoff: Designing the Apple Logo
  e. InDesign/Branding Assignment
     i. Assignment is Due Wednesday, Feb. 10 by 5 p.m.

Wednesday, Feb. 10

  f. InDesign/Branding Assignment Critique via Zoom
  g. Schedule Individual student check-in meetings with Instructor
  h. **Introduction to Project 4** - Brand Identity Design
     i. Project 4 is Due on Wednesday, Feb. 24 by 5 p.m.

Week 5

Monday, Feb. 15

  a. University Wellness Day - *** **No class meeting** ***

    b. Project 4 In-Progress Critique via Zoom
        i. Should have mood boards, color scheme and near-final logo ready to show and receive feedback by 5 p.m.

Week 6

Monday, Feb. 22

    a. Individual project update meetings with Instructor

Wednesday, Feb. 24

    b. Project 4 Due by 5 p.m.
    c. Project 4 Critique via Zoom

March

Week 7

Monday, March 1

    a. Digital Publishing
    b. Magazine Layout/Design Assignment
        i. Assignment is Due on Wednesday, March 3 by 5 p.m.

Wednesday, March 3

    c. Magazine Layout/Design Assignment Due by 5 p.m.
    d. Magazine Layout/Design Assignment Critique via Zoom

Week 8

Monday, March 8

    a. **Introduction to Project 5** - Themed Bilingual Magazine
        i. Project 5 is Due Wednesday, March 24 by 5 p.m.

Wednesday, March 10

    b. Project 5 Magazine Theme Idea due by 5 p.m.
    c. Individual project update meetings with Instructor
    d. Story Budget for Project 5 is Due March 14 by Midnight

Week 9

Monday, March 15

    a. Style Guide for Magazine is Due by 5 p.m.

Wednesday, March 17

    b. Project 5 Cover Image and Rough Layout are Due by 5 p.m.
    c. Project 5 Cover Image and Rough Layout Critique via Zoom
    d. Schedule Individual Student check-in meetings with Instructor

Week 10

Monday, March 22

    a. Project 5 Center Spread Due by 5 p.m.

Wednesday, March 24

    b. Project 5 is Due by 5 p.m.
    c. Project 5 Critique via Zoom

Week 11

Monday, March 29

    a. Designing for Motion
    b. The Principles of Animation
    c. **Introduction to Project 6** - Motion Graphic Style Frames
        i. Project 6 is Due Sunday, April 11 by Midnight

Wednesday, March 31

    d. Project 6 Initial Sketches are Due by 5 p.m.
    e. Project 6 Rough Storyboards are Due April 4 by Midnight.
    f. Project 6 Critique via Zoom

April

Week 12

Monday, April 5

    a. University Wellness Day - *** **No class meeting** ***

Wednesday, April 7

    b. Project 6 Color Schemes are Due by 5 p.m.
    c. Project 6 Critique via Zoom

Week 13

Monday, April 12

    a. Project 6 Critique via Zoom
    b. **Introduction to Project 7 (Final)** - Music Festival Rebranding
        i.   Project 7 is Due Monday, May 3 by 5 p.m.

Wednesday, April 14

    c. Project 7 Festival Choice and Initial Concept are due by 5 p.m.
    d. Individual student project update meetings with Instructor

Week 14

Monday, April 19

    a. Project 7 Single-Page Brand Identity Due by 5 p.m.

Wednesday, April 21

    b. Project 7 Poster and Digital Guidebook sketches are Due by 5 p.m.
    c. Individual student project update meetings with Instructor

Week 15

Monday, April 26

    a. Project 7 Landing Page Wireframe is Due by 5 p.m.

Wednesday, April 28

    b. Project 7 Drafts of Poster and Digital Guidebook are Due by 5 p.m.
    c. Individual student project update meetings with Instructor

May

<u>Week 16</u>

Monday, May 3

    a. Individual student project update meetings with Instructor on an as-needed basis

Wednesday, May 5

    b. Project 7 Critique via Zoom
    c. *** Last Day of Classes ***

Final Exam

The final exam time and date for this course is 4 p.m. on Friday, May 14, 2021.

Attendance Policy

Even though we won't always meet together for each scheduled class session, when we do attendance is mandatory.

In terms of our individual project update meetings, it is up to you to make the time to meet with me when you are required to do so for project updates. As I mentioned before, I will try to schedule these meetings during our regular class meeting times, but that may not always be possible. We may have to meet during the day on another day of the week. I will be as flexible as I can, but you have to attend. If you miss one of these project update meetings, you will fail the project. Coming to the meeting with nothing to show will also result in you failing the project.

On days when you are turning in one of our seven major projects, we will have a critique of everyone's work. Missing a critique will result in ten (10) points off of your final grade. Barring a major health emergency with documented proof, I won't accept any excuses for missing a critique. It is of utmost importance that you show up so you can both discuss your work and receive feedback from your peers and I. If you miss that opportunity, it simply cannot be made up.

Required Materials

There is no required textbook for this class, but I will make recommendations.

A sketchbook—paper or digital— and access to Adobe Creative Cloud are required for this course.

Grading

Grading scale
A: 93-100
A-: 90-92
B+: 87-89
B: 82-86
B-: 80-81
C+: 78-79
C: 73-77
C-: 71-72
D: Below 70

Grading rubric
Projects - 60%
Final Project- 40%

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 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.