MEJO 334-001 I VISUAL DESIGN FOR STRATEGIC COMMUNICATION I FALL 2020

Hussman School of Journalism and Media
3 Credits | Tuesdays | 6:30 p.m. to 8:15 p.m. | Remote

INSTRUCTOR
Lisa Villamil *(she/her)*
Assistant Professor
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
Carroll Hall, 330
Chapel Hill, N.C. 27599
lisa_villamil@unc.edu
202.288.3420 (c)

OFFICE HOURS
Tuesday | 10:00 a.m. to 12:00 p.m. or by appointment | Remote
Wednesday | 10:00 a.m. to 12:00 p.m. or by appointment | Remote

COURSE APPROACH
This course will teach you how to generate great ideas and to design *strategically* to solve advertising, brand, editorial and advocacy communication problems. Building design skills 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 critiques. 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 evaluate design products and professionally articulate creative ideas.

OBJECTIVES
· Analyze and develop insight into the creative process of visual communication
· Apply the conceptual and problem-solving process of a professional designer
· Understand formal design principals and use these to solve design, layout, color and typography problems
· Analyze how visual language speaks to gender, race, ethnicity and sexual orientation within a diversity of peoples
· Apply theory and concepts in the use, organization, messaging and presentation of images and information
· Articulate verbally and through writing conceptual and strategic ideas using professional vocabulary
· Demonstrate and understand professional ethical principles and copyright law with regard to visual communication
· Produce design and visual communication projects by feeling and thinking critically, creatively and independently
· Critically evaluate your work and others for creativity, strategy, clarity and accuracy using professional vocabulary
· Develop beginning to intermediate skills working with professional design software
· Leave a more creative thinker with a passion for design, visual language and human communication

ATTENDANCE/PARTICIPATION POLICY
As an online class, the frequency and quality of your interaction is key to a successful learning experience. You should be participating in the course throughout the week in some way or another. There will be a mix of ways to participate from joining a virtual discussion to working on a design project. This online course is largely asynchronous with some required synchronous meetings. While this course does have an official participation policy as outlined in a grading rubric, please note that I will be flexible regarding deadlines for students who are experiencing illness or other challenges related to the current COVID-19 pandemic. Please contact me as early as possible if you think you may not be able to complete an assignment or participate in course activities.

CLASS EXPECTATIONS
Weekly curriculum will consist of a video lecture, discussion and production of multipart design projects. Students should plan on spending a generous amount of time completing textbook and online readings, tutorials and projects. You are expected to organize your week's work, to read weekly directions and materials on Sakai and to complete weekly assignments related to larger projects you will be producing. You are expected to let me know if you have questions or run into problems for one reason or another by emailing me or attending an online office hour session.

REQUIRED MATERIAL

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

Tutorials (required, free and online)
This course uses LinkedIn Learning software tutorials. A LinkedIn Learning subscription is free to UNC students. Find login directions here https://software.sites.unc.edu/linkedin/.

Software (required / free and online)
This course uses Adobe Creative Cloud software including Illustrator, Adobe InDesign, and Adobe Photoshop CC. UNC Chapel Hill provides students with a *free* subscription to Adobe Creative Cloud for this required software. You can find directions for accessing Adobe CC as well as directions on how to use the required UNC Virtual Private Network (VPN) here https://software.sites.unc.edu/adobe/.

Additional Course Materials
Wireless mouse, notebook or sketchbook, back-up system for project files such as the free UNC Microsoft OneDrive, Google Drive, or an external hard drive.

DETERMINATION OF GRADE
Grades will be weighted with specified percentages in three categories. You will be given a rubric for each category. All grades are posted on the course Sakai site with 24/7 access.

Discussions	Class, Coffee Hours, Discussion Board	15%
Briefs/Rationales	Written reports for production and presentation	10%
Projects	Multipart, in-depth visual communication	75%
	Project 1, 2, 3, 4 equally weighted	100%

GRADING SCALE
A   = 95–100
A- = 90–93
B+ = 87–89
B   = 83–86
B- = 80–82
C+ = 77–79
C   = 73–76
C- = 70–72
D+ = 67–69 *
D   = 63–66
F   = 65 and below
* *A semester grade below a C- requires repeating this course to earn credit.*

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 VISUAL COMMUNICATION 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 with 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 online class critiques. Feedback takes the form of instructor/student conversations, peer critiques, class critiques, and grading comments. I cannot stress enough the importance of verbal and written class discussions. I recommend you listen carefully and write notes in your sketchbook to accelerate learning.

HONOR CODE
I expect all students to work 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 UNC demands. You are expected to produce your own work in this class. Using stock art or premade design elements is not permitted unless you have talked with me first. Using design apps for class projects instead of Adobe professional software is not permitted unless you have talked with me first. 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
We live in complicated times. If you need individual assistance, it is your responsibility to let me know and to allow me to help you. 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 me 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, our course objectives are built around these values and competencies.

LAND ACKNOWLEDGEMENT AND COURSE BEGINNING
We 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. May our work together be of honor to our ancestors and to our community.

SCHEDULE l FALL 2020
This schedule is subject to change depending on student needs or extenuating circumstances.

WEEK 1	August 11	Creative process (Project 1 begins)
WEEK 2	August 18	Concepting
WEEK 3	September 25	Problem-solving
WEEK 4	September 1	Creative rational
WEEK 5	September 8	Design, layout, typography (Project 2 begins)
WEEK 6	September 15	Design, layout, typography
WEEK 7	September 22	Strategy
WEEK 8	September 29	Information design
WEEK 9	October 6	Storytelling (Project 3 begins)
WEEK 10	October 13	Brand voice
WEEK 11	October 20	Embedding content
WEEK 12	November 27	Channels
WEEK 13	November 3	Design for good (Project 4 begins)
WEEK 14	November 10	Emotion
WEEK 15	November 17	Integration

Last day of classes: Tuesday, November 17, 2020

Final exam: Friday, November 20, 2020 at 5 p.m. (remote)