MEJO 334-001 | VISUAL DESIGN FOR STRATEGIC COMMUNICATION | FALL 2021

HUSSMAN SCHOOL OF JOURNALISM AND MEDIA
3 Credits | Tuesdays | 4 p.m. to 6:45 p.m. | Carroll 141

INSTRUCTOR
Lisa Servia Villamil *(she/her)*
Assistant Professor
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OFFICE HOURS
Tuesday | 10:00 a.m. to 12 p.m. or by appointment | Remote and/or in-person
Wednesday | 11:00 a.m. to 12 p.m. or by appointment | Remote and/or in-person

COURSE APPROACH
This hybrid 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 a hybrid 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 attending in-person class or by Zoom, joining virtual discussions and working alone or with teams on design projects. This course includes asynchronous and synchronous classes and coursework. 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 COVID-19 pandemic. Please communicate with me early about potential absences.

Please be aware that you are bound by the Honor Code when making a request for a University approved absence. *(source: http://catalog.unc.edu/policies-procedures/attendance-grading-examination/)*

University Attendance Policy:
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).

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. 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.

CLASS EXPECTATIONS
Weekly curriculum will most often consist of a video lecture, discussion, and production of multipart design projects. Students should plan on spending a generous amount of time outside of class 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 benchmark 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 (recommended)
Strategic design (2016)
Guila Calabretta, Gerda Gemser, Ingo Karpen
BIS Publishers
ISBN-10: 9063694458

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

Tutorials (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 (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.

Engagement	Class, discussion, collaborations, coffee hours	10%
Industry	Individual research into industry	10%
Rationales	Written defense of creative work	15%
Projects	Multipart, in-depth visual communication	65%
	Project 1, 2, 3, 4 equally weighted	
		100%

GRADING SCALE
A+ = 98–100
A   = 95–97
A-   = 92–94
B+ = 88–91
B   = 85–87
B-   = 81–84
C+ = 78–80
C   = 75–77
C-   = 71–74
D+ = 68–70 *
D   = 65–67
F   = 64 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.

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.

ACCESSIBILITY RESOURCES AND SERVICES (ARS)
The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: https://ars.unc.edu or email ars@unc.edu.

COUNSELING AND PSYCHOLOGICAL SERVICES
CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: https://caps.unc.edu/ or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

TITLE IX
Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at https://eoc.unc.edu/report-an-incident/. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

DIVERSITY
The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office, or online to the EOC at https://eoc.unc.edu/report-an-incident/.

DIVERSITY STATEMENT
I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harrassment and discrimination. In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

MASK USE
All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me – as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the Office of Student Conduct. At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see https://carolinatogether.unc.edu/university-guidelines-for-facemasks/.

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 area. In this class, our course objectives are built around these values and competencies.

LAND ACKNOWLEDGEMENT AND COURSE WELCOME
We thank the Occaneechi Tribe as our community partner and the many other Indigenous peoples including the Eno, the Shakori, the Sissipahaw who for thousands of years were the original inhabitants of the land we now know as the University of North Carolina at Chapel Hill. May our work together be of honor to the original stewards of this land, to our ancestors and to our community.

334.2 VISUAL DESIGN l FALL 2021 SCHEDULE
This schedule is subject to change depending on student needs or extenuating circumstances.

WEEK 1	August 18	Classes start
WEEK 2	August 24	**Creative Process (Project 1 begins)**
WEEK 3	August 31	Concept and vision
WEEK 4	September 7	Problem-solving
WEEK 5	September 14	Presentation
WEEK 6	September 21	**Design Practices (Project 2 begins)**
WEEK 7	September 28	Typography
WEEK 8	October 5	Strategy
WEEK 9	October 12	Visual communication
WEEK 10	October 19	**Storytelling (Project 3 begins)**
WEEK 11	October 26	Embedding content
WEEK 12	November 2	Channels
WEEK 13	November 9	Brand voice
WEEK 14	November 16	**Integration (Project 4 begins)**
WEEK 15	November 23	*Thanksgiving holiday (no class)*
WEEK 16	November 30	Visual experimentation

Last day of classes: Wednesday, December 1, 2021

Final exam: Saturday, December 4, 2021 at 4 p.m.