

2023 SUMMER 1  
Monday to Friday 9:45am

Terence Oliver Professor  
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Office Hours  
By appointment

MEJO 182

# Foundations of Graphic Design



## Description and policies

### Course description

Principles and practices of design, typography, graphics, and production for visual communication for print and electronic media. Computer graphics with key instruction in Adobe Illustrator, Adobe Photoshop and InDesign.

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, enabling you to continue learning as you engage in a range of visual design projects.

#### **Design Fundamentals**

You should have a good basic understanding of fundamental design principles, such as the use of focal point, emphasis, balance, hierarchy, scale, and proportion.

#### **Portfolio**

By the end of the course, you will have completed three or four projects suitable for starting a portfolio.

As mentioned, design is an intellectual endeavour, and an on-going process. This class will not turn you into an expert in design or design software, but we hope that you finish the semester with an appreciation for the process, a set of useful skills and a solid foundation for continued learning.

#### **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 Charlie 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 School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals - <http://www.mj.unc.edu/diversity-and-inclusion>. The University's statement:

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 based on 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/>

#### **ACCREDITATION**

The Hussman School'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, we will address a number of the values and competencies, with special emphasis on the last seven bullet dots under "Professional values and competencies" in the link above.

## Assignments and grading

Grading will be based on two exercises and four projects. The grading scale is below.

### Components (updated)

	Percent of total
Two exercises	20%
Poster/Cover Series	25%
Infographic	25%
Fun Magazine Spreads	25%
Participation	5%
	100%

### Scale

Points	Grade
94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
65 and below	F

Items to consider:

USB flash drive, portable hard drive or some type of backup device. Remember that you are responsible for backing up your work. No deadline will be extended due to loss of files.

You will need a sketch book or paper for roughly sketching your ideas.

It will be to your advantage 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 standard practice for developing ideas. It also factors into your class participation. We will also have some supplements via LinkedIn Learning.

Typically, when in the classroom, we have several days that we function in lab sessions that allow students to strategically focus on projects and the professor freely moves throughout the classroom to help those in need. In our Zoom class, to support that kind of atmosphere, there will be times, depending on the classes' progress, where we will outline designated times to allow some of that type of interaction.

For turning in assignments we will be using email. We may also use the server. More detailed instructions will be provided with each individual assignment.

### Attendance Policy

Each student will be allowed up to two absences as a safety-net for the unexpected. Additional absences will result in a 3% reduction in your final grade. You will be responsible for coming to Zoom class. Please note: If you are not going to be in class you are responsible for sending an email to the professor.

Please be on time for class. Class starts at 9:45am, but just like in the classroom, I will be on Zoom at least 5 minutes early, so please come on as soon as you can. If you get there before me the system is setup to allow you to come into the waiting room. Once on Zoom, if anyone's connection becomes unstable, or disconnects, please reconnect as soon as you can. That includes me as well. Fully participate with camera on.

## Grading criteria

These are the main general grading criteria I will be using for the projects:

1. Creativity/Visual Impact
2. Technical/Execution Quality
3. Research and parsing of the research for clear communication
4. Proofing
5. On-time delivery

To successfully create professional-quality projects in this class you should remember to:

- 1) Spend time developing and working on projects daily.
- 2) Don't procrastinate and wait until the last minute.
- 3) Allow adequate time for each phase of the project from development to final edit.



## Course calendar

NOTE: This schedule is a guide and may change depending on the classes' progress and needs

		Discussion	Notes
May	Wednesday 17	Introduction to the course, introduction to classmates, and setting goals.	Practice
	Thursday 18	Introduction to Illustrator essential tools and techniques. Pen tool.	
	Friday 19	Color and Illustrator	Exercise one due
	Monday 22	Color and Illustrator	
	Tuesday 23	Color and Illustrator	
	Wednesday 24	Critique/design principles/typography/illustration	Exercise two due
	Thursday 25	History/Design principles/typography/illustration	
	Friday 26	Design principles/typography/illustration	
	Monday 29	Holiday	
	Tuesday 30	Design principles/typography/illustration	
	Wednesday 31	Design principles/typography/illustration	Preliminary
	Thursday 1	Introduce project 2	
	Friday 2	Critique and infographics intro	Project one due
	Monday 5	Infographic foundations	
	Tuesday 6	Infographic foundations	

Please note: Throughout Summer I, to mix things up and build on the Zoom sessions, some days there will be video supplements to be viewed outside of class to reinforce and enhance in-class instruction.

## Course calendar

		<i>Discussion</i>	<i>Notes</i>
June	Wednesday 7	Infographic foundations	
	Thursday 8	Infographic foundations	Preliminary
	Friday 9	Infographic foundations	
	Monday 12	Review. InDesign/magazine intro	Infographic due
	Tuesday 13	InDesign/magazine	
	Wednesday 14	InDesign/magazine	
	Thursday 15	InDesign/magazine	
	Friday 16	InDesign/magazine	
	Monday 19	Holiday (No class)	
	Tuesday 20	Project 3 due	

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