



foundations of  
**GRAPHIC DESIGN**

## Welcome to Fall '23 Semester!

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Graphic design is one of the most important tools of Visual Communication. 'Design' means that the graphics are organized according to a 'plan', the goal of which is to bring order, hierarchy and clearness to the natural chaos.

Foundations of Graphic Design is intended to give you the basics for becoming a successful visual communicator, whether you wish to master page layout techniques, the creation of eye-catching posters, brochures or packages or to be aware of the complex world of informational graphics.

### the essentials

#### MEJO 182.2 class hours

6 p.m. – 7:45 p.m. Mondays & Wednesdays, Carroll 59  
(Zoom instructional meeting space in case of emergencies)

#### Instructor

Adjunct Professor Chris Kirkman, (919) 260-8029, [chris.kirkman@gmail.com](mailto:chris.kirkman@gmail.com)  
Zoom personal contact ID: 919 260 8029

#### Office hours

By appointment.

#### Required purchases



- **Sketchbook** for tracking ideas, storyboarding class projects and brainstorming (although any bits of paper and pen/pencil will do, just be sure to have something to sketch with as you will be required to turn in sketches with projects)

- **A Bluetooth or laptop-compatible mouse.** If you do not already own a mouse you will need to purchase one. This is essential for learning proper techniques in Illustrator and



Photoshop (trackpads are inaccurate). You may purchase whatever mouse suits you and your laptop, but [here's a recommended Bluetooth model](#) from Amazon.

- You may also be given readings from PDF files that are on the class server.

### Recommended items

- **Textbooks**

#### Design Basics Index

Jim Krause – HOW Design Books

- **Online tutorials**

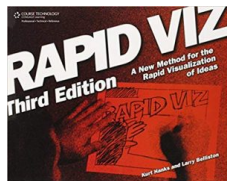
#### LinkedIn Learning

Excellent instructional videos are available on this website.

- **Coffee**

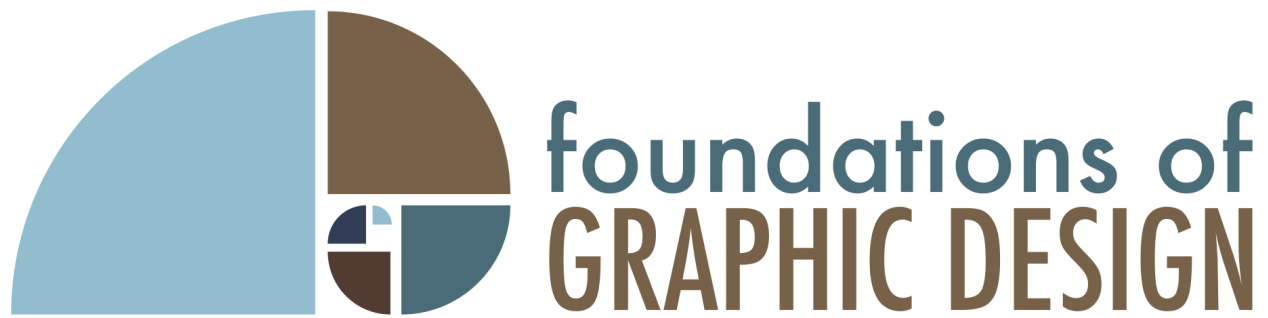
This class starts late, and after a long day you might need a pick-me-up.

### Recommended downloads



#### Rapid Viz: A New Method for the Rapid Visualization of Ideas.

This book will teach you how to better develop rapid sketching skills which will help you not only in class, but also when you want to convey your ideas to others in almost any project.



## Description & Policies

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### Course description

In Foundations of Graphic Design you will learn to use the principles of visual communication and to combine them successfully with basic production techniques. Also, you will gain awareness of how important ethics and social responsibility are in the creation of visuals.

During this class you will take your first steps with Illustrator, a vector-based drawing software, Photoshop, an image processing tool, and InDesign. You will master these by completing class exercises and projects. Therefore, attendance is required (unexcused absences will affect your final grade) and deadlines are absolute. If you need to miss class, it is your responsibility to advise me in advance and to make up the work.

### Independent online research

To teach you the necessary principles and programs to create your projects, this course will combine in-class demonstrations with take-home assignments to practice. As beginners, it is inevitable that questions and technical problems will arise as you work with the Adobe programs. It is also not possible to cover every detail of a program through in-class demos or even assigned videos. The assignments will require you to learn how to learn new things independently, outside of direct instruction. While I, your instructor, am always available to answer your questions and clarify any topic, this course will challenge you to

troubleshoot your technical problems and figure out answers to your questions through independent online research. Before asking your question about a technical or software-related question, it is expected that you will research your question online first. Invest some time looking at tutorials, forums, videos and documentation sites to see if someone else has addressed your question or problem before. If you have conducted independent research online and still can't find your answer, reach out to me through email, text, or by requesting office hours. In addition to asking your question, **share what you learned during your research, a description of your problem, and any relevant screenshots.**

Remember, **Google is your friend.**

### **Important policies**

This course can be demanding. Most sessions will teach skills that you will need to proceed with your assignments, and missing a class will leave you behind. Therefore, attendance is required, participation is expected, and deadlines are absolute.

### **ATTENDANCE**

#### **University 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).

**Class Policy:**

All students are **allowed two unexcused absences**. Additional unexcused absences will result in a 2% reduction in your final grade. Excused absences (doctor's note or cleared with me in advance) do not affect your grade. As this course is project-based and cumulative in its delivery of technical information,

it is important to attend each scheduled course day to receive new information and practice new skills. Students who choose to miss class are responsible for understanding the topics taught that day.

That said, this semester will also be demanding for all of us since we are still fighting COVID. If you have an issue and need to miss class just let me know ahead of time, if possible. Be proactive and we can work together. Be communicative and we can work together. Please don't ignore an issue; I'm here to listen.

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/>)

## COURSE WORK

Each class will consist of lecture/discussion. Some days will include lab time. In most cases students will use lab time to begin an assignment that is related to the class material. Students should plan to spend additional time outside of class to complete these assignments.

All students are expected to turn in completed assignments on time. Any assignments submitted late will be assessed an **immediate** 10-point penalty, as well as a 15-point penalty for each 24-hour period that passes after which the assignment was due. Please see Assignments & Grading for information on total points given per class project.

## 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 Associate Dean Julie Dixon–Green, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

### **MASK USE**

In accordance with current University policy, masks are optional in the classroom. I will not be wearing a mask during instruction (while I am at the front of the class), but I may wear a mask during times of face to face communication (ie, during lab hours when I need to approach a work station).

For additional information, see <https://carolinatogether.unc.edu/community-standards/>.

### **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](mailto: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](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](https://safe.unc.edu).

### **POLICY ON NON-DISCRIMINATION**

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.

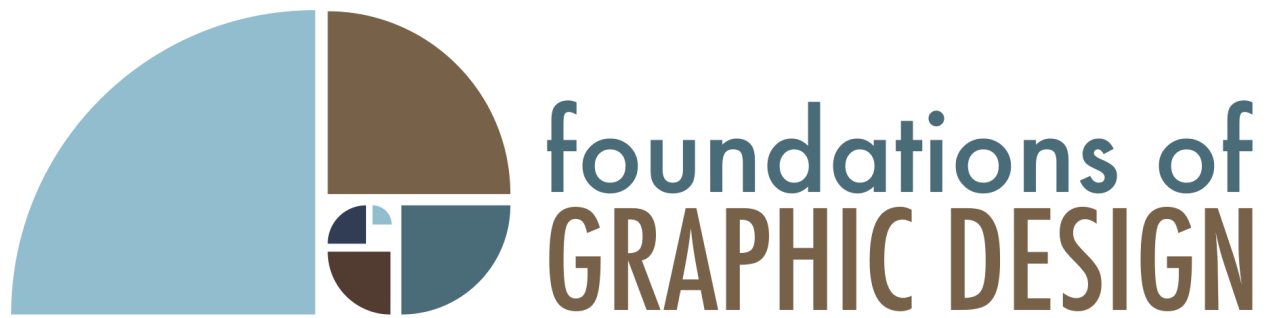
If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at [safe.unc.edu](https://safe.unc.edu)) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

## **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 policy.

## **SYLLABUS CHANGES**

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible, and updated on the class calendar.



## Assignments & Grading

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### Grading criteria

During the course we will be completing several lab exercises with Illustrator, Photoshop and InDesign. These exercises are intended to give you a better understanding of the software tools and to get you ready you for the four projects. They will be graded (although for a smaller amount than main project work), so if their quality is exceptional they could raise your overall grade. You can also lose points in your overall final grade for not completing them on time. We will do in-class critiques of projects, and participation in these critiques is not only valuable, it is expected. This participation can also affect your final grade for this course.

**Be prepared to work on projects outside of class.** You will be able to work during sessions but that will not be enough. It is your responsibility to organize your time in order to meet the deadlines. Consider your production speed and make plans accordingly. Always work in advance. Please note lab times on campus are in flux because of social distancing and capacity. They may sometimes be unavailable when you expect otherwise. If this is the case, please do not contact me as I have no control over lab access. Regardless of such circumstances, you are still expected to complete your assignments on time.

**A note about software:** You will want to sign up for the [Adobe Creative Cloud](#), which allows you access to every piece of software in the Adobe Library **FOR FREE**. Since this is a remote-only class this semester you will need this in order

to complete the project work.

There are several expectations that you should meet in order to get a high grade. These are the general grading criteria I will be using for the class and project work:

1. Attention to detail and journalistic values
2. Attendance (and communication with me if there are issues with that)
3. Class participation
4. Projects completed on time
5. Spatial organization and structure of design elements that exhibits an understanding of design principles (in other words, did you pay attention to lectures in class)
6. Use of color that exhibits an understanding of design principles
7. Use of type that exhibits an understanding of design principles
8. Creativity

**Your overall grade for this course will be based on the following components:**

<b>Component</b>	<b>Point value</b>
Identity Design	225
Promotional Design	225
Magazine/Tablet Design	225
Information Design	225
Assignments, quizzes	50
Engagement, Participation, Peer reviews	40
Filling out class review form at end of semester	10
<b>TOTAL</b>	<b>1000</b>

### **In-class and take home exercises**

In order to complete these assignments correctly, you will need to keep up with the reading and lectures during class. More particulars about each assignment

will be given in class.

### **Identity Design**

In this project you will create the visual identity for you or for your own company using Illustrator. You will name it (you can use your name), design a logo, business card and invoice sheet.

### **Promotional Design**

This exercise consists of the creation of two promotional posters for a local event. You must do some research about the topic and then develop the art work for both the design and the graphics. You can use photos, but they must be either taken by yourself, an approved campus organization or student (with permission) or used as sources for creating an illustration (do not use photos

taken directly the Internet without consulting me about usage rights first). You will be responsible for any promotional text and information that accompanies the project.

### **Magazine/Tablet Design**

You will be provided with copy, photos and art for a 6 page (3 spread) magazine article/tablet feature. Design your spreads as if the article is to appear in an existing periodical, for example Entertainment Weekly, Esquire, or Vanity Fair. Files and magazine choice to be determined.

### **Information Design**

This project consists of the creation of an informational graphic. You will be required to research, write and create art/charts/maps/diagrams for a half-page graphic.

**NOTE ABOUT FINAL EXAM:** The Final Exam time for this class is TBD.

**Attendance is mandatory**, and no final grade will be issued for the class if you do not attend (unless prior arrangements have been made).

### **Grade Scales**

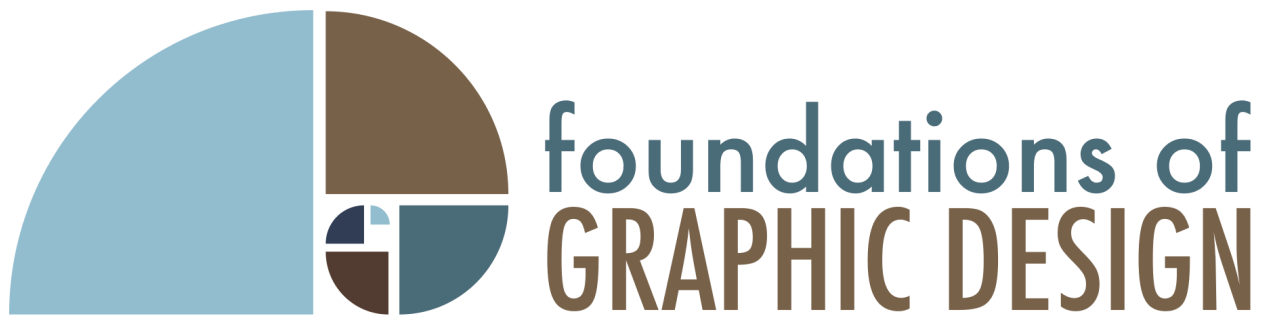
Projects are graded according to the highest professional standards. Grades in

percentages are:

- A = 93-100%,
- A- = 90-92%,
- B+ = 87-89%,
- B = 83-86%,
- B- = 80-82%,
- C+ = 77-79%,
- C = 73-76%,
- C- = 70-72%,
- D+ = 67-69%,
- D = 60-66%,
- F = 59% or below

Below is a guideline for how grades are described within this course:

- A, nearly perfect in execution, quality of work is exceptional
- A-, work is impressive in quality, very few problems in any area
- B+, very good performance, did more than required, might struggle in one area only
- B, solid effort, met all requirements, fair application of skill
- B-, needs a bit more polish, pretty good handle on things overall
- C+, good in one area of work, but consistent problems with another area
- C, followed instructions, seems to understand basics but did the minimum to pass
- C-, has glimpses of potential in a limited range
- D+, did not demonstrate understanding of the basics but tried
- D, or F, did not demonstrate effort or understanding of basics, incomplete



## Class Calendar

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### Content

Below is a month-by-month calendar with important dates and deadlines. Please note that this calendar is a guide and not a comprehensive list. Additional assignments and readings will be distributed and added to this calendar throughout the semester.



If assignment dates/deadlines change, the changes will be announced in class and updated on this calendar.

### MEJO 182.2 - Fall 2020

Today **August 2023** Print Week Month Agenda

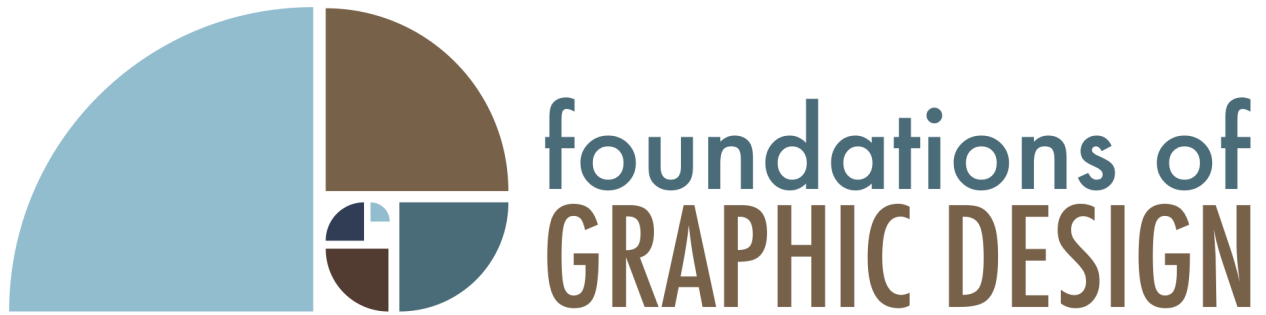
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	Aug 1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Sep 1	2

Events shown in time zone: Eastern Time - New York Calendar

**Event Details:**

- Monday, August 21: Syllabus review
- Wednesday, August 23: LECTURE: Des, LECTURE: The
- Thursday, August 24: (Empty)
- Friday, August 25: (Empty)
- Saturday, August 26: (Empty)
- Sunday, August 27: HANDS ON: III, LECTURE: Des
- Monday, August 28: (Empty)
- Tuesday, August 29: (Empty)
- Wednesday, August 30: HANDS ON: III, LECTURE: Des
- Thursday, August 31: (Empty)
- Friday, September 1: (Empty)
- Saturday, September 2: (Empty)

Live syllabus calendar can be found at <https://mejo182-foundations2.web.unc.edu/class-calendar/>



## **Links & Downloads**

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This page will be updated during the semester as lectures are given and projects assigned.

### **Links and Downloads**

When you get frustrated, the most important thing is DON'T PANIC!

### **Class Lecture files**

### **Supporting Video Files**

### **Class Zoom Meeting Recordings**

### **Reading assignments** (available via html links)

### **Class assignments**