

FALL SEMESTER
Monday and Wednesday
01.00-02.50pm

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Office Hours Monday and Wednesday
11.00am-12.00pm and by appointment

JOMC 182

World of Graphic Design

Principles and practices of visual information presentation

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 clarity to the natural chaos.

This **introduction to 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

Description and policies

Course description

In this course you will learn to use the principles of visual communication and to combine them successfully with basic production techniques. You will take your first steps with Illustrator, a vector-based drawing software package, Photoshop, an image creation and processing tool, and InDesign, a page layout program. You will gain a working understanding of these packages by completing class exercises and projects.

Attendance is extremely important. You are allowed one unexcused absence. Each unexcused absence beyond that 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. In addition, every three late arrivals will result in a 2% reduction in your final grade.

I expect that you will conduct yourselves within the guidelines of the Honor System. All work must be completed with the high level of honesty and integrity that this University demands.

Required readings

While there are no required texts, there will be required reading materials supplied during the semester.

Suggested readings

Graphic Design School

David Dabner - Thames&Hudson (2004)

Sams Teach Yourself Adobe CS3 All in One

Mordy Golding - Sams (2007)

Adobe Photoshop CS3 one-on-one

Deke McClelland - O'Reilly (2007)

The Adobe Illustrator CS3 Wow! Book

Sharon Steur - Peachpit press (2007)

How to Wow with InDesign CS2 (2nd Edition)

Wayne Rankin and Mike McHugh (2005)

Note: While this is an older title, it is very useful since many of the basic features in InDesign CS3 remain unchanged from CS2.

Items to purchase

DVDs, USB flash drive and /or portable hard drive.

Remember that you are responsible for backing up your work. No deadline will be extended due to loss of files.



Assignments and grading*Grading*

This is a project-oriented course. Therefore, the grading will be based on several exercises, projects, and discussions.

Components

	Value
Project 1: Flag design	250
Project 2: Magazine design	250
Project 3: Newspaper design	250
Project 4: Information graphic	250
Total	1,000

Scale

Points	Grade
950-1,000	A
920-949	A-
890-919	B+
840-889	B
800-839	B-
770-799	C+
730-769	C
700-729	C-
680-699	D+
630-679	D
600-629	D-
599 and below	F

Notes

Please be aware that I reserve the right to raise grades at the end of the semester in some cases according to class attendance, participation in discussions and the overall quality of your lab exercises.

It will be good to participate in bringing examples of newspaper infographics to class for further discussion. The main goal of this course is that you create a small and compact infographics portfolio but it is also intended to provide you with the skills for being aware of the virtues and flaws of everyday visual explanations.

Assignments and grading

Grading criteria: In-lab exercises and projects

During the course we will be completing several lab exercises with Illustrator, Photoshop and InDesign. Since they are intended to give you a better understanding of the software tools and to prepare you for the four projects, they will not be graded. However, if quality of the exercises is exceptional, they can be considered for raising grades in particular cases. We will do in-class reviews both of exercises and projects.

Be prepared to work on projects outside of class. You will be able to work during class 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 that the lab will sometimes be locked when you expect otherwise. Regardless of such circumstances, you are still expected to complete your assignments on time.

A note about lab hours: The computer labs are in use all day from Monday through Thursday for classes, but will generally be open on Fridays and the weekends. You can also access, Howell, the server we will work on, from outside class. If you are using a Mac, type command-K. You will see a box popup, where you can enter: `afp://howell.jomc.unc.edu`.

If you would like to be able to work on your own computer, you can buy the complete Adobe Suite of software a very reasonable price RAM Shop. If you are serious about design, get it while you are still in school since Adobe provides upgrade credits to the pro versions.

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 projects:

1. Every project must be completed on time
2. Spatial organization and structure of design elements that exhibits an understanding of design principles
3. Use of color that exhibits an understanding of design principles
4. Use of type that exhibits an understanding of design principles
5. Creativity
6. Attendance

Out of class exercises

I will be happy to review other out of class exercises. We can do it during office hours or by appointment if you are interested. However, it is very important to remember that **these exercises will not be considered** for your final grade.

Course calendar

<i>August</i>	Wednesday 26	(...)
	Monday 31	What Graphic Design is I Illustrator exercises
<i>September</i>	Wednesday 2	What Graphic Design is II Illustrator exercises
	Monday 7	LABOR DAY
	Wednesday 9	Graphic Design Principles I Illustrator exercises
	Monday 14	Graphic Design Principles II Illustrator exercises
	Wednesday 16	Graphic Design Principles III Illustrator exercises Intro to Project 1
	Monday 21	(-----) Illustrator exercises
	Wednesday 23	(-----) Project 1
	Monday 28	Project 1
	Wednesday 30	Project 1 DUE FRIDAY OCTOBER 2 AT THE END OF THE DAY: PROJECT 1
<i>October</i>	Monday 5	--- Photoshop and InDesign
	Wednesday 7	--- Photoshop and InDesign
	Monday 12	--- Photoshop and InDesign
	Wednesday 14	--- Photoshop and InDesign
	Monday 19	Photoshop and InDesign Intro to Project 2 and Project 3

Course calendar

	Wednesday 21	Project 2 and Project 3
	Monday 26	(-----) Project 2 and Project 3
	Wednesday 28	(-----) Project 2 and Project 3
<i>November</i>	Monday 2	(-----) Project 2 and Project 3
	Wednesday 4	(-----) Project 2 and Project 3
	Monday 9	Project 2 and Project 3
	Wednesday 11	Project 2 and Project 3 DUE ON FRIDAY 13 AT THE END OF THE DAY: PROJECTS 2 AND 3
	Monday 16	Information Graphics
	Wednesday 18	Information Graphics
	Monday 23	(-----) Intro to Project 4
	Wednesday 25	THANKSGIVING
	Monday 30	Project 4
<i>December</i>	Wednesday 2	Project 4
	Monday 7	Project 4 DUE AT THE END OF THE DAY: PROJECT 4
	Wednesday 9	PROJECT 4 CRITIQUE SESSION