

MEJO482 - Media Design

Grayson Mendenhall - Adjunct Lecturer - Spring 2023

gkm4unc@email.unc.edu

Office Hours - By Appointment

Regularly Scheduled Class Time:

Mondays and Wednesdays - 5-6:45 p.m. EST, Carroll Hall Room 060

**** This syllabus is subject to change. Students will be notified of any changes. ****

Pre-Requisites

This class requires that the student has taken MEJO182 or has equivalent knowledge. Acceptance is granted with the instructor's consent.

Students are expected to perform at their highest potential and begin the semester with a basic understanding of graphic design concepts. This includes typography, color, and composition. Students are also expected to be proficient at an intermediate level in both Adobe Photoshop and Illustrator. Students should at least be familiar with Adobe InDesign, as we will use it extensively for some projects.

Course Description

In this course, students will learn to create various design deliverables from concept to finished product. Students will learn to communicate visually in ways that not only connect with and engage viewers and readers, but also match the overall tone of a brand or project.

Media Design is a very broad topic. However, in the context of journalism and storytelling, students will focus on some fundamental practices utilized today. Those are branding, layout and user experience. Students will study the simplicity of their individuality as well as how they work together to form complex systems.

This course covers A LOT of material in a short amount of time. The amount of work you will have to complete for each project will be intense. If you have taken any of Terence Oliver's courses, you can expect to put forth the same level of effort into your work for this course. For students who will go on to take 500- and 600-level courses, what you do in this course will improve your knowledge and skill set and leave you well-prepared to take on more comprehensive design projects. My goal is for you to have an incredible semester and produce some amazing work for your portfolio!

Course Format

I have built a website that will be used to deliver the curriculum in a narrative format via text and videos. You will receive instructions on how to access the website during the first class session.

During our regular class meetings, I will introduce and give context to that week's material. I will also introduce and explain your projects during these class meetings. I'd like to also use this time for anyone to ask questions about anything having to do with the course and for me to answer in front of the group so that everyone can hear my answers.

I will schedule individual project update meetings with all of you throughout the semester so that I can give feedback and direction on your work. Some of these meetings may not be able to happen during our regularly-scheduled class time. Since I work from home and am at a computer for most of the day, I should be able to work around any individual student's schedule. I will facilitate the scheduling of these meetings, but it will be up to you to make sure you can attend and have your work ready to show. While this may seem inconvenient and odd since it is outside of our class time, it will be more like a professional atmosphere.

Because of the fast-paced nature of this course, it will be beneficial for you to get a chance to see each other's work outside of our formal critiques, so you will be split into peer groups and encouraged to share, critique, and give feedback on your works in progress. I will provide a list of the groups during our first class session.

January

Week 1

Monday, Jan. 9 - First Day of Class

- a. Discuss the syllabus
 - i. Go over the course website
 - ii. Introduction to the material
- b. What is Design?
- c. The Elements of Design
- d. **Introduction to Project 1** - Typographic Poster
 - i. Project 1 is Due Jan. 18 by 5 p.m.

Wednesday, Jan. 11

- a. Working with Type
- b. Organizing with Grids
- c. Sketching and Iteration

- d. How to Critique
- e. Paula Scher: Poster Design for NYC's Public Theatre

Week 2

Monday, Jan. 16

-MLK Jr. HOLIDAY-NO CLASS

Wednesday, Jan. 18

-Project 1 - Critique

Week 3

Monday, Jan. 23

- a. Layout and Composition
- b. Using Contrast to Guide Viewers
- c. Blue Note: The Visual Identity of Jazz
- d. **Introduction to Project 2** - Album Cover Redesign
 - i. Project 2 is Due Jan. 30 by 5 p.m.

Wednesday, Jan. 25

- a. Color Theory and Psychology
- b. Color Combos and Judging Color Value
- c. Individual project update meetings with Instructor

Week 4

Monday, Jan. 30

-Project 2 - Critique

February

Wednesday, Feb. 1

- a. Creative Briefs
- b. Mind Mapping
- c. Finding and Showing Our Inspiration
- d. Building Case Studies

- e. Eiko Ojala: Conveying Complex Issues With Simple Illustrations
- f. **Introduction to Project 3** - Editorial Illustration
 - i. Project 3 is Due Feb. 8 by 5 p.m.

Week 5

Monday, Feb. 6

- a. Individual Meetings with the Instructor
- b. Initial Sketches for Editorial Illustration due by 5 p.m.

Wednesday, Feb. 8

-Project 3 - Critique

Week 6

Monday, Feb. 13

-WELL-BEING DAY - Take the day off from everything!

Wednesday, Feb. 15

- a. Logos and Branding
- b. Designing Logotypes
- c. Designing Brand Symbols
- d. **Introduction to Project 4** - Brand Identity Design
 - i. Project 4 is Due on Feb. 27 by 5 p.m.

Week 7

Monday, Feb. 20

-Individual project update meetings with Instructor
-Should have stylescape and logo sketches ready to show and receive feedback

Wednesday, Feb. 22

-Individual project update meetings with Instructor

- i. Should have logo in near-final state
- ii. Should have colors and fonts chosen
- iii. Should be working on the Brand Style Guide and Real-world examples

Week 8

Monday, Feb. 27

-Project 4 Critique

March

Wednesday, March 1

- a. Introduction to Zines and Digital Publishing
- b. InDesign Tips and Tricks
- c. **Introduction to Project 5** - Bilingual Digital Zine
 - iv. Project 5 is Due March 23 by 5 p.m.

Week 9

Monday, March 6

- a. Individual project update meetings with Instructor
- b. Topic/Theme for Project 5 is due by 5 p.m.

Wednesday, March 8

- a. Individual project update meetings with Instructor
- b. Story Budget for Project 5 is due by 5 p.m.

Week 10

SPRING BREAK - NO CLASSES FROM MARCH 13-17

Week 11

Monday, March 20

-Meetings with Instructor

Wednesday, March 22

-Project 5 Critique

Week 12

Monday, March 27

-Project 5 Critique

Wednesday, March 29

- a. Designing for Motion
 - b. The Principles of Animation
 - c. Using Visual Metaphors
 - d. Art of the Title
 - e. Creating a Visual Script
 - f. Style Frames
 - g. **Introduction to Project 6** - Motion Graphic Style Frames
 - i. Project 6 is Due April 5 by 5 p.m.
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April

Week 13

Monday, April 3

-Individual Meetings with Instructor

Wednesday, April 5

-Project 6 Critique

Week 14

Monday, April 10

-Introduction to Project 7 (Final) - Music Festival Rebranding -OR- Motion Graphic Production

-Project 7 is Due April 26 by 5 p.m.

Wednesday, April 12

- a. Project 7a Single-Page Brand Identity Due by 5 p.m.
- b. Project 7b Complete Storyboards Due by 5 p.m.
- c. Individual student project update meetings with Instructor

Week 15

Monday, April 17

- a. Project 7a Poster and Digital Guidebook sketches should be ready by this point
- b. Project 7b Complete Animatic should be ready by this point
- c. Individual student project update meetings with Instructor if necessary

Wednesday, April 19

- a. Project 7a Landing Page Wireframe is Due by 5 p.m.
- b. Project 7b Rough Animation Due by 5 p.m.
- c. Individual student project update meetings with Instructor

Week 16

Monday, April 24

- a. Project 7a Drafts of Poster and Digital Guidebook are Due by 5 p.m.
- b. Project 7b Rough Animation Due by 5 p.m.
- c. Individual student project update meetings with Instructor

Wednesday, April 26

- a. Project 7 Critique
- b. *** Last Class Meeting ***

Final Exam

The final exam period will be used to evaluate the course and debrief students.

Attendance Policy

Even though we won't always meet together for each scheduled class session, when we do attendance is mandatory.

In terms of our individual project update meetings, it is up to you to make the time to meet with me when you are required to do so for project updates. As I mentioned before, I will try to schedule these meetings during our regular class meeting times, but that may not always be possible. We may have to meet during the day on another day of the week. I will be as flexible as I can, but you have to attend. If you miss one of these project update meetings, you will fail the project.

On days when you are turning in one of our seven major projects, we will have a critique of everyone's work. Missing a critique will result in ten (10) points off of your grade for the project. Barring a major health emergency with documented proof, I won't accept any excuses for missing a critique. It is of utmost importance that you show up so you can both discuss your work and receive feedback from your peers and I. If you miss that opportunity, it simply cannot be made up.

Required Materials

There is no required textbook for this class, but I will make recommendations.

A sketchbook—paper or digital—and access to Adobe Creative Cloud are required for this course.

Grading

Grading scale

A: 93-100

A-: 90-92

B+: 87-89

B: 82-86

B-: 80-81

C+: 78-79

C: 73-77

C-: 71-72

D: Below 70

Grading rubric

Projects - 60%
Final Project- 40%

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.

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 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 the instructor 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 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 six bullet dots under "Professional values and competencies" in the link above.