intro to graphic DESIGN

welcome to spring '14 semester!

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.

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.

the essentials

Instructor
Adjunct Professor Chris Kirkman, (919) 260-8029, chris.kirkman@gmail.com

Office hours
By appointment - email is best form of contact

Required purchases

• **Sketchbook** for tracking ideas, storyboarding class projects and brainstorming.

• **USB memory stick** (1G minimum) or portable hard drive to save your work. Please be aware that you are responsible for backing up your own work.

• 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

Photoshop CS6 Essential Skills
by Mark Galer, Philip Andrews

Adobe Illustrator CS6 Wow! Book
by Sharon Steur

Lynda.com
Excellent instructional videos are available on this website. The site
charges a $25 per month fee for unlimited access.

description & policies

Course description
In Introduction to 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.

Important policies
All students are **allowed one unexcused absence**. 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. In addition, every five late arrivals will result in a 2% reduction in your final grade.

Students taking this course are expected to abide by the provisions and the spirit of the Honor Code of the University of North Carolina at Chapel Hill. Please let me know if you have any questions about your responsibility or my responsibility under the Honor Code and how it pertains to assignments for this class. The Instrument of Student Judicial Governance requires that you sign a pledge on all written work. Please include the following on all your written work, and sign your name next to it: "On my honor, I have neither given nor received unauthorized aid on this assignment." For more information about the honor system at UNC, including other avenues for addressing question or concerns, please refer to the UNC Honor Code website.

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with The Academic Success Program for Students with LD/ADHD 962-7227, SASB North (Student and Academic Services Building), The Learning Center, 450 Ridge Road, Suite 2109, CB# 3447. For more information, see the UNC Learning Center:The Academic Success Program for Students with LD and ADHD.

Organization of class time
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.

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important links and downloads

Links and Downloads

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

Illustrator CS4 Keyboard Shortcuts (PDF - not required, but recommended)

Illustrator Face Instructions (PDF - for in-class exercise)

Bezier curves in type - with Method of Action! (Practice manipulating curves in type)

Photoshop Tips & Tricks Class file download

Reading assignments (available on J182.3 server and via html links)

Pen Tool Exercise assistance (Reference PDF for the pen tool)

Class assignments

Pen tool exercises (In-class exercise, with take-home portion due at beginning of class on 1/28)

Captain Bezier exercise (Take-home excercise, due at beginning of class on 2/6)

Movie Poster exercise (Due at the beginning of class on 2/11)

Kerning in action - with Method of Action! (Complete test - get at least 80%)

Color in action - with Method of Action! (Complete test - get at least a 6)

PROJECT 1 - IDENTITY DESIGN (Worth 250 points - 1/4 of final grade, due at beginning of class on 2/27)

PROJECT 2 - PROMOTIONALS (Worth 250 points - 1/4 of final grade, due at beginning of class on 3/27)

PROJECT 3 - MAGAZINE DESIGN (Worth 250 points - 1/4 of final grade, due at beginning of class on 4/10)

PROJECT 4 - INFORMATION GRAPHICS (Worth 250 points - 1/4 of final grade, due at beginning of