

Graphic Design 1

Course Outline

Course # 831
Level CP-B 1.06
Credits 5
July 2007

Prerequisite: None. This class is open to all students grades 9 through 12 who have an interest in drawing and traditional and digital Graphic Design.

Course Description: Students will be introduced to a variety of media and techniques, with emphasis on developing drawing skills. Elements of study will include illustration, logo design, typography and graphics. An introduction to the Macintosh computer platform and its image editing software will be explored. High Point Regional High School's curriculum and instruction are aligned to the State's Core Curriculum Content Standards and address the elimination of discrimination by narrowing the achievement gap, by providing equity in educational programs and by providing opportunities for students to interact positively with others regardless of race, creed, color, national origin, ancestry, age, marital status, affectional or sexual orientation, gender, religion, disability or socio-economical status.

CCCS Addressed: Throughout the course of all unit studies, all five Visual Art CCCS are addressed with standards 1.1 through 1.4 being utilized in every unit.

Course Outline:

Unit 1-Graphic Design Foundations:

Basic elements of design will be explored through assignments using line, shape,color and negative/positive space. Vocabulary and tools of graphic designers will be introduced and explored.

Unit 2-Lettering Design:

Students will learn about font characteristics and complete several exercises using fonts to create black and white designs.

Unit 3-Logo Design:

Students will learn the importance of logos in society and complete several assignments including logo designs for our community and school when available.

Unit 4-Illustration:

Students will explore basic illustration techniques and complete several assignments with traditional materials.

Unit 5-Computers:

Students will learn and practice image-editing software (Adobe Photoshop) using their own scanned original sketches and illustrations.

Unit 6-Critique:

Students will be introduced to the concept of a critique, both oral and written. Students will demonstrate a basic understanding of how to critique their work as well as others.

Unit 7-Exams:

Students will complete a series of creative assignments and written exams that demonstrate comprehension of information and skills and techniques learned throughout the year.

Implementation of Technology:

Students will be introduced to Photoshop, the industry standard software used in Graphic Design. At the conclusion of this course, students will have a very good understanding of how the software works and where to use it.

Other Requirements:

CCCS for Fine Arts:

1. All students will acquire knowledge and skills that increase aesthetic awareness in visual arts.
2. All students will refine perceptual, intellectual, physical and technical skills through creating visual art.
3. All students will utilize arts elements and arts media to produce artistic products.
4. All students will demonstrate knowledge of the process of critique.
5. All students will identify the various historical, social, and cultural influences/traditions which have generated artistic accomplishments throughout the ages and which continue to shape contemporary arts.

Materials and Methods to be used:

1. Lecture/Demonstrations/handouts
2. Slide/Power Point presentations appropriate to each unit
3. Resources of the Media Center and Art Department

References, Text Books, CD’s, Books:

Designing With Letters * Do It Yourself Graphic Design * Basic Graphic Design and Paste Up
Colored Pencil Techniques * Graphic Handbook * Contemporary Posters * Design Rendering Techniques * Clip Art
 * Calligraphy

Evaluation:

Project -----	70%
*Daily work habits -----	15%
**Work completed and handed in on time -----	<u>15%</u>
	100%

NOTE for * - Good daily work habits are an essential part of school and life. Therefore, as students progress through each assignment, the instructor will assess if the student is prepared and engaged in the assignment being explored. If it is determined that the student is not engaged as required, 5 points will be deducted per day not working. If the student is engaged on a daily basis, 15% of their grade will reflect this.

NOTE for ** - As part of **Workplace Readiness Skills**, students must learn to meet deadlines in school as they will in life. Therefore, all assignments will have specific deadlines. By completing and handing in their assignments on time, 15% of their grade will be based on this aspect of the assignment. Lateness will reflect a 15 point deduction in their grade. Everyday late after the due date will result in an additional 5 point deduction in their grade.

Yearly Assessment:

Assigned projects -----	70%
Tests -----	15%
Written Critiques -----	<u>15%</u>
	100%

Safety Education:

A lecture, demonstration discussion and handout will be held in each class at the beginning of the school year. We will also require a contract with both the student and the parent to make them aware of the hazards in each class.

Before the use of certain tools or materials, students will again be verbally informed of the hazards and appropriate safety hazards.