

Graphic Design 2

Curriculum Guide

Course # 832
Revised May 2008
Level CP-A 1.12
Credits: 5

Prerequisite:

Successful completion of Graphic Design 1 with a grade of 75 or higher.

Course Description: Visual communication is bringing our global societies together as one. This second year encourages students to develop project ideas that require strong visual concepts and problem solving skills. The units of study are designed for career awareness in the graphic arts field as well as work toward their portfolios. Graphic communications will be the focus of the assignments based on real world needs and advertising trends. Elements of study will begin to overlap as students incorporate typography and computer techniques as well as traditional methods of illustration and design to complete their presentations.

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.

Course Objectives:

At the completion of Graphic Design 2, all students will have had instruction, practice and performance utilizing all of the elements of study outlined in the course description. The successful completion of all the assignments will provide the student with a comprehensive overview of the components of graphic design and the jobs of graphic designers and their impact and presence in contemporary visual communication.

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

Units:

Unit 1: Headings:

30 days

Unit Goals:

1. Use graphic design as a means of communication.
2. Create graphics to enhance the written word.
3. Produce illustrations that are appropriate for assignments
4. Format work from one software package and import to another.
5. Demonstrate competence using computer software to manipulate images.

Unit 2: Logo Design

40 days

Unit Goals:

1. Demonstrate an understanding of good logo design.
2. Create graphic logo designs for various functions throughout the school year.
3. Critique their work as well as others, both written and verbally.
4. Develop strong logo designs based on the wishes of a 'client'.
5. Produce bold graphics for fictitious products to be used as labels or identifiers using both traditional skills as well as computers and appropriate software.

Unit 3: Computer

50 days

Unit Goals:

1. Demonstrate competence using Adobe Photoshop.
2. Be introduced to new software such as Microsoft Word and Adobe InDesign and Illustrator and begin to incorporate into assignments.
3. Develop appropriate work habits and time management skills to complete work on time.
4. Create a variety of assignments using the computer such as t-shirt design, poster design, bogus bills, boxes and brochures.
5. To work as a graphic artist with a real client or group of clients for an inter-departmental assignment with the Foreign Language Dept., developing a foreign Language poster.
6. Learn and use appropriate vocabulary when working with the computer and its software.

Unit 4: Illustration

40 days

Unit Goals:

1. Create Graphics based on the student's ability to illustrate subjects of choice.
2. Use a variety of media including colored inks, markers and colored pencils as well as computers to enhance and manipulate illustrations.
3. Develop solutions to problems that are both creative and original.
4. Use precision in the execution of assignments.
5. Be expected to read and follow instructions for each assignment.

Unit 5: Exams

20 days

Unit Goals:

(10 days each)

1. Develop assignments that demonstrate an understanding of elements learned throughout the year in both traditional and computer methods.
2. Create works that show technical skill, precision and good design.
3. Exhibit appropriate daily work habits and complete assigned work on time.

Other Requirements

1. Students will understand and be able to explain the ‘creative process’ as it relates to each individual assignment.
2. Students will develop appropriate work habits for each unit and adjust to the classroom environment and daily routine.
3. Students needing additional help are expected to request time outside the regular classroom to meet with the teacher and/or work independently.
4. Students will be required to maintain appropriate, consistent daily work habits. Students will also be required to meet fair yet rigorous time frames for completing assignments to help develop time management skills.
5. Students will complete all assigned work before a grade is awarded for the marking period.

Evaluation Tools:

Each assignment will include a handout that will enhance the opening lecture/demonstration. Due to the range of requirements for each specific assignment, the scope and number of parameters for each assignment varies. The evaluation section of the handout spells out a point range for each specific requirement of the assignment with a total possible point range of 100.

Grading Policy for Assignments:

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%

Midterm and Final Exams are revised and/or rewritten on a yearly basis. The last revisions or rewritten exams were updated October 2007 and May 2008.

Materials and methods to be Used:

1. Each class will be taught with an opening lecture/demonstration of the creative problem to be solved. The teacher will explain the materials to be used, methods of application, problem to be solved and the time schedule for completion. The students will also receive a written handout with all of the above information clearly outlined.
2. Power Point presentations and real examples of previously completed assignments will be shown and critiqued to help the students understand the "successful" completion of the assignment.
3. Resources of the Media Center and Internet.
4. Appropriate tools and materials necessary for the completion of assigned projects.

References, Text Books, CD's:**Books:**

- Designing with Type
- Do it Yourself Graphic Design
- Basic Graphic Design and Paste Up
- Graphic Handbook
- Contemporary Posters
- Design Rendering Techniques
- Graphic Designers Basic Guide to the MacIntosh
- Art Synectics
- Humor in Art
- Cartooning the Head and Figure
- Drawing on the Right Side of the Brain
- Famous Artist Drawing Series
- Design Synectics
- Visual Literacy
- A Century of Graphic Design-20th Century
- Getting Started in Graphic Design
- Design Essentials
- Illustrator 10 for Dummies
- Photoshop Down and Dirty Tricks
- The New Graphic Design School
- In-Design for MacIntosh and Windows
- Directory of Illustration Series

CD's / reference:

- Adobe Illustrator-classroom in a Book
- Adobe In-Design 2.0
- Adobe In-Design CS
- Photoshop 6, CS2, CS3 & Illustrator CS2, CS3
- Photoshop 6 Wow Book
- Illustrator 10 Wow Book
- Illustrator CS
- Corel Gallery 2-CD Clip Art

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.