

Graphic Design 3

Curriculum Guide

Course # 833
Revised May 2008
Level CP-A 1.12
5 Credits

Prerequisites: Successful completion of Graphic Design 2 with a final grade of 80 or better and teacher approval. The work will be based on assignments designed to help the serious art student develop projects for his/her portfolio. This class will run for one year and meet 5 days per week.

This class is offered to Juniors and Seniors only.

Course Description:

Graphic Design 3 is intended to bring together the knowledge and skills learned in Graphic Design 1&2 and incorporate that knowledge into practical exercises that will enhance the students' portfolio for college acceptance and/or job placement.

Additionally, this course will teach students new software, which will make them more marketable for an employer.

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 3, 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 assignments will help supplement the students' portfolio of work that could serve as a resume for employment or college admissions. Students will also finish the three year program with a strong design background and a high level of competency using digital imaging, drawing and page layout programs.

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: Student Identifiers

10 days

Unit Goals:

- 1) Demonstrate competence in using computer software to produce graphics.
- 2) Produce an aesthetically pleasing personal logo design for their business card and letterhead.
- 3) Create graphics to establish the cover design of their zip case.
- 4) Work with multiple software programs and be able to use the appropriate software for the appropriate purpose.

Unit 2: Real World Assignments

30 days

Unit Goals:

- 1) Seek out real 'clients' in need of graphic design products each marking period.
- 2) Gather appropriate information from their client to commence with assignment.
- 3) Communicate with client and teacher as work progresses.
- 4) Develop multiple 'roughs' for client, which show a variety of direction and concepts.
- 5) Finalize concept and complete work on time to the satisfaction of the client and teacher.
- 6) Produce a quality finished product in the appropriate format for the client.

Unit 3: Software

20 days

Unit Goals:

- 1) Demonstrate competence in using software explored in Graphic Design 1&2,
- 2) Explore InDesign, Illustrator and Photoshop at a deeper level.
- 3) Complete multiple exercises that enhance the students understanding of how to use the new software.
- 4) Incorporate all software up to this point and demonstrate an understanding of using the appropriate software for clients as well as the intended assignment.

Unit 4: High Point In-House Graphic Needs

30 days

Unit Goals:

- 1) Develop graphics within High Point as they are needed.
- 2) Demonstrate appropriate use of software for each application.
- 3) Create solutions to problems that are both creative and original.
- 4) Complete strong designs based on the needs of the client.
- 5) Meet deadlines for client and teacher.

Unit 5: Advertising

10 days

Unit Goals:

- 1) Use graphic design as a means of communication.
- 2) Create graphics to enhance the written word.
- 3) Format work using multiple applications.
- 4) Demonstrate appropriate use of applications for each requirement.
- 5) Produce graphics that are appropriate for assignments.

Unit 6: Product Design

30 days

Unit Goals:

- 1) Create a variety of assignments using both traditional and digital skills.
- 2) Develop solutions to problems that are both creative and original.
- 3) Demonstrate an understanding of aesthetics in completed work.
- 4) Use appropriate software for each assignment.
- 5) Demonstrate precision in the execution of assignments.

Unit 7: Portfolio Review

10 days

Unit Goals:

- 1) Produce a wide range of creative graphic designs appropriate for use in their personal portfolio.
- 2) Complete a minimum of 5 quality pieces for their portfolio.
- 3) Demonstrate originality in their concepts for each assignment.
- 4) Be aware of precision and presentation in the execution of assignments.
- 5) Show variety in the range of media, software, subject matter and work produced in their portfolio.

Unit 8: Traditional Skills (Non-computer)

20 days

Unit Goals:

- 1) Create a series of traditional projects using a variety of media.
- 2) Demonstrate a basic understanding of using traditional media.
- 3) Develop original concepts for assignments.
- 4) Use creativity and 'artistic license' in their work.
- 5) Include in their personal portfolio at least 6 hand created works.

Unit 9: Exams

20 days

Unit Goals:

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

Evaluation Tools:

Each assignment will include a handout that will enhance the opening lecture and 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** -----	15%
	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-----	15%
	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 unit 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 its completion. This will also be supplemented with a student handout detailing all of the above information as reference.
- 2) CDs, actual works of art and Power Point presentations of professional and/or past student work will be used for inspiration and examples.
- 3) Resources of the Media Center and/or the internet will be used where and when appropriate.

Materials and Methods to be used (continued):

- 4) Appropriate tools, materials and media necessary to complete all work will attempt be supplied, however, students may need to supplement their work by researching subject matter and bringing items to class where appropriate.

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.