

# Graphic Design 3

## Course Outline

**Course # 833**  
**Level CP-A 1.12**  
**Credits 5**  
**July 2007**

**Prerequisite:** Successful completion of Graphic Design 2 with a grade of 80 or better and teacher approval.

**Course Description:** Graphic Design 3 is intended to bring together the knowledge and skills learned in Graphic Design 1 and 2 and incorporate that knowledge into “real world” practical exercises that will enhance the student’s portfolio for college acceptance and/or job placement. Students will be required to complete a minimum of six assignments for real clients within the school and/or the community to the satisfaction of the client.

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 – Student Identifiers:**

Students will create a personal logo design for their business cards and stationary as well as covers and labels for their removable media cases.

#### **Unit 2 – Real World Assignments:**

Students will seek out community ‘clients’ in need of logos, letterhead, T-shirt designs, brochures or new business presences and develop and produce quality, finished products, in the appropriate format, to the satisfaction of those clients.

#### **Unit 3 – Software:**

Students will complete assignments demonstrating competence of software used in Graphic Design 1 and 2 and explore and practice new techniques and processes with that software.

#### **Unit 4 – HP In-House Graphic Needs:**

Students will work within the building providing graphics, both traditionally and digitally, as requested/needed.

#### **Unit 5 – Product Design:**

Students will create product packaging designs using traditional as well as digital skills.

#### **Unit 6 – Traditional Skills (Non computer):**

Students will create at least one non-digital assignment for their portfolio.

#### **Unit 7 – Exams:**

Students will demonstrate an understanding of the elements of traditional and digital methods of design learned throughout the school year.

### **Implementation of Technology:**

Students will use Photoshop, In-Design and Illustrator with all of their “client” assignments throughout the course. Which software they should use, what purpose they use it for and what formats they should save their work for will be a major part of this experience. 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 Type \* Do It Yourself Graphic Design \* Basic Graphic Design and Paste Up \* Colored Pencil Techniques \* Graphic Handbook \* Contemporary Posters \* Design Rendering Techniques \* Clip Art \* Calligraphy \* Art Synetics \* Drawing on the Right Side of the Brain \* Design Synetics \* Visual Literacy \* A Century of Graphic Design-20<sup>th</sup> 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 Mac and Windows \* Directory of Illustration Series

**Evaluation:**

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

**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%
	<b>100%</b>

**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.