Graphic Design

I.   Course Description

Graphic Design is a creative process that combines art and technology to communicate ideas. The designer works with a variety of communications tools in order to visually convey a message for a client's product or service to a particular target audience. This course will give students a foundation in Graphic Design by introducing them to the various aspects of the Graphic Design field.

Students will work on projects utilizing industry standard software and hardware in a classroom environment that simulates a real-world design studio. They will be introduced to the basic design principles and processes that must be followed in order to successfully complete projects that meet specific criteria.

In addition to the computer and software, students will properly handle and use digital cameras, scanners, and other various output devices such as printers and backup storage disks applicable to projects.

II. Course Outline and Objectives

UNIT 1: DESIGN FUNDAMENTALS

Students will:
1. Develop a general knowledge of the history of Graphic Design.
2. Identify different industries and career paths for Graphic Design.
3. Understand how to properly navigate an OS (Operating System) for increased efficiency
   when working on projects.
4. Identify skills needed for success in various areas of Graphic Design.
5. Practice concepting through the use of thumbnail sketches.
6. Understand image and type relationships.

UNIT 2: SHOP SAFETY

Students will:
1. Identify and handle the tools of the trade in an accurate and safe manner.
2. Demonstrate safety when handling tools such as razor blades, X-Acto and mat knives.
3. Utilize all tools of the trade with various projects and jobs.
4. Identify replacement costs of tools of the trade, respecting them with proper care and
   storage for future use.
5. Clean tools with appropriate cleaning products and keep sink and all areas clean at all times.
6. Identify proper usage of adhesives and use them in a safe manner.
7. Understand procedures of first aid.
8. Complete each project following all required criteria as given in job or project description.
9. Understand why following dimensions and specific instruction in job descriptions are vital for

successful completion.

10. Use appropriate equipment and tools in a safe, proper manner within the assigned job or project deadline.
11. Use proportional scale for figuring proper enlargement/reduction values.
12. Operate the Xerox printers/copiers safely for enlarging/reducing, scanning and duplicating, using appropriate modes and paper
13. Operate and maintain computers and all peripherals (digital camera, scanner, printers)

UNIT 3: FOUNDATIONS OF DESIGN

Section 1: Principles of Design – Level 1

Students will:
1. Be introduced to the characteristics of basic design elements such as: line,shape,volume, space, value, texture, color, scale/proportion, unity, contrast, repetition/variation, and rhythm.
2. Learn the effective use of negative and positive space within design elements and layout.
3. Understand why design is utilitarian.

Section 2: Design and Layout – Level 1

Students will:
1. Learn the basics of effective layout composition.
2. Effectively utilize design principals in their design solutions.
3. Understand the process of design from development through comprehensives.
4. Execute design solutions through traditional methods and through digital print media applications.
5. Be introduced to using grids as a means to organizing content.
6. Understand how functional design leads the viewer's eye.

Section 3: Typography – Level 1

Students will:
1. Be introduced to the history of letter forms and the functions of typography.
2. Learn about the anatomy of type.
3. Understand the differences between type classifications, typestyles and type families.
4. Examine the construction and aesthetic application of typographic text.
5. Understand the use of typography as an essential element of design.
6. Appropriately and effectively use, treatment and application of type in a variety of formats.
7. Learn to modify and customize type for specific project needs.

UNIT 4: TECHNOLOGY FOUNDATIONS

Section 1: Technology Skills

Students will:

1. Identify and use computer and peripherals used in Graphic Design.
2. Understand how to open, close and manage fonts utilizing a font manager for various projects.
3. Utilize the scanner to properly digitize custom illustrations, textures and photography.
4. Understand the importance of frequent saving and backing up of files.
5. Maintain computers and peripherals, shutting down and storing appropriately.
6. Utilize the internet to assist in subject matter research, understanding copyright laws.
7. Utilize online tutorials and educational tools.
8. Understand how to use spell-check and the importance of perfect spelling and punctuation.
9. Understand the need for proofing, revisions and acquiring a sign off/approval from the client
10. Utilize printer/copier to further enlarge, resize and alter reference images.
11. Practice proper composite output using the appropriate devices.

Section 2: Page Layout Software - Level 1

Students will:
1. Identify menu items, tools, palettes and menus and how to use them.
2. Utilize keyboard commands to maximize productivity.
3. Learn to navigate a multi-page document.
4. Use guides for proper alignment in designs.
5. Learn how to insert, delete, and move pages.
6. Spellcheck a document.
7. Import graphics from various formats..
8. Export files to different formats such as PDF, JPEG and TIF.
9. Understand the print dialogue box.
10.Export printer ready PDF files (with crop marks, registration marks and properly set colors for separation).
11. Show proficiency in how to place and properly scale and rotate images.
12. Understand page layout and printer spreads.

UNIT 5: PRODUCTION & FINISHING SKILLS

Students will:
1. Know how to trim printed pieces utilizing the X-Acto knife and straight edge.
2. Know to size and trim a presentation board.
3. Know how to mount printed pieces on board using eco-friendly adhesives.
4. Know how to clean their finished pieces with a kneaded eraser.
5. Understand how to setup and fold multi-page pieces.

III. Textbooks, Instructional Materials and Software

Technology:
• PC based environment

• Microsoft Internet Explorer
• Microsoft Office 2010 (Word, PowerPoint)
• Digital cameras
• Black & White and color copiers/scanners
• Wide format printers

Tools of the trade:
• Rulers, T-squares & triangles • Sketch pads
• Various paper stocks
• Prism a color colored pencils
• Prism a color markers
• X-Acto and mat knives
• Lucite roller
• Rubber cement, tape, StudioTac adhesive • Paper cutter

IV. Instructional Strategies

Various teaching methods will be used during the course. Handouts and discussion will be used, however, most of the instruction of this course will be a hands on instruction. Live demonstrations will be made by the instructor then repeated and practiced by the students with one-on-one interaction to check for understanding. Individual proofing and consulting will take place after demonstrations take place and art projects begin.

During the course of the year students will be given the opportunity to review design books and magazines, review websites for potential ideas for new projects and potentially meet people from industry and take a field trip.

V. Evaluation

Students are evaluated using the following criteria:
1. Class participation (examples include attendance, completion of daily duties, general behavior towards classmates and instructor, sharing and maintenance of equipment and tools)
2. Research and design maintenance (examples include maintenance of all notes, project stages, file backups)
3. Composite presentation
4. Accuracy in meeting project criteria
5. Meeting deadlines (deductions apply to all late projects)
6. Portfolio maintenance

VI. Scope and Sequence Chart *I = Introduced*   *D = Developed*   *R = Reinforced*

SKILLS TO BE LEARNED	9	10	11
Handle tools of the trade and equipment correctly and safely	IDR	IDR	ID R
Demonstrate knowledge of digital file organization and archiving	ID	R	R

Demonstrate a professional work ethic	I		DR
Use effective time management skills in the production of projects	ID		DR
Demonstrate craftsmanship (organization, neatness, precision)	ID	IDR	ID R
Understand and practice the characteristics of basic design principles	I	R	R
Understand the creative process and importance of each step	I	D	ID R
Apply appropriate software solutions to design problems	I	D	DR
Articulate and solve basic problems of form and function	I	D	DR
Identify and apply the critical thinking process to design challenges	I	DR	DR
Cut accurately using an X-Acto knife and mat knife in a safe manner	ID	IDR	ID R
Understand the value of all tools, equipment, and supplies	I	ID	ID R
Demonstrate tool skills through a variety of creative art projects	I	D	R
Read and measure accurately with a standard American ruler	I	R	R
Demonstrate knowledge of alignment, balance, proportion and use of positive and negative space	I	ID	
Demonstrate knowledge of color (primary, secondary, tertiary, complimentary)	I	D	

Demonstrate knowledge of working in mixed media.	I	ID	
Create vector illustrations to be used in design layouts	I	ID	ID
Utilize work area in a clean organized manner.	IDR	IDR	IDR
Demonstrate an awareness of art history and how it relates to design and media	I	D	
Understand the creative process and importance of each step	I	D	
Understand of the importance of meeting a deadline	IDR	IDR	IDR
Demonstrate knowledge of documentation of design time and understanding commercial worth of the profession		I	ID
Demonstrate knowledge of typography, font styles, point size & layout purposes	I	ID	IDR
Create and understand purpose of logo(s) to brought through on other projects. Ex. Stationary, ad, package, etc.		I	ID
Demonstrate knowledge of basic elements of operation of computers, printers, scanners, and other peripherals such as drawing tablets			

Demonstrate knowledge of appropriately enlarging and reducing art with copying and printing	IDR	IDR	IDR
Demonstrate proficiency in using digital cameras for artwork, layout, and composition in various lighting conditions	ID	IDR	IDR
Understand print versus web resolution	I	ID	
Demonstrate knowledge and purpose of copyrighted images, Royalty Free images, the Fair Use Act and their rights and/or limitations	I	IDR	
Mount & Mat artwork in a professional manner		I	IDR
Demonstrate knowledge of setting up research reference files		I	R
Demonstrate knowledge of the cost of tools of the industry	I	ID	ID
Demonstrate knowledge of the many career opportunities related to graphic design	I	I	
Apply knowledge gained through research of trends & styles into design projects	I	ID	
Integrate design concepts with materials, skills, and technology	I	ID	IDR
Relate printing terms, concepts, & processes to the prep of digital documents	I	ID	R
Assess personal strengths and weaknesses		I	R
Assemble a final portfolio with a variety of design projects		I	ID
Present art portfolio in a professional manner		I	D