

1st Semester: Grade Level ____ 10,11,12 __: Course: __ Graphic Design _____

Teacher: _____ Stephen Nagy _____

Class Schedule: ____ A Days (Monday, Wednesday and alt. Fridays) _Block 2 _____

Class Period: ____ Block 2 _____ # of Students ____ 28 __ **Time:** _____

Class Period: _____ # of Students _____ **Time:** _____

Culminating Project Presentation Dates: _____

Final Exam Dates: _____

Graphic Design

GRAPHIC DESIGN

The Graphic Design course provides a hands-on introduction to the technical and creative skills of a professional designer. First, students learn the distinguishing features of communicating visually through graphic design. Next, they gain technical skills in Adobe Photoshop to equip them for graphic design work. From there, students master the basic principles of graphic design and then delve into elements of graphic design such as color, typography, and images.

The course includes a culminating project where students create a design portfolio for a client such as a nonprofit organization, a small business, or a school club. They learn about identity design and then create a logo, a business card, and at least one other piece of collateral to include in the portfolio they create for their client. To place all that they have learned in the context of the professional world, students explore the types of careers available to graphic designers today.

KEY LEARNING OBJECTIVES FOR THE COURSE

Unit Name	Unit #	Lesson #	Learning Objective	Description
Designing for Communication	1	2	3	Describe the components used in visual communication
	1	3	9	Identify the steps in the graphic design process
Photoshop Basics	2	4	3	Define image size, image resolution, and canvas size

Unit Name	Unit #	Lesson #	Learning Objective	Description
	2	4	6	Explain the concept of layers and how layers are used in graphic design
	2	5	10	Explain what a mask is and how masks are used in graphic design
	2	6	16	Demonstrate the ability to adjust color
Principles of Graphic Design	3	7	1	Evaluate how well various graphic designs incorporate the principles of proximity, alignment, repetition, and contrast
	3	8	8	Explain the concepts of visual hierarchy and focal point and identify their importance in a graphic design
	3	9	14	Demonstrate the ability to achieve balance through symmetrical or asymmetrical layout
Elements of Graphic Design	4	10	1	Explain the concepts and the major techniques involved in using color to communicate ideas
	4	11	6	Explain how to use line spacing and letter spacing effectively
	4	11	9	Identify appropriate typefaces to help communicate a visual solution
	4	12	12	Describe the use of vector graphics and identify software that can produce vector graphics
Creating a Design Portfolio	5	13	1	Explain how graphic elements and color can be used to visually represent core values, philosophy, and principles of a business or organization
	5	14	6	Explain what makes a logo simple, unique, and memorable
Careers in Graphic Design	6	15	2	Describe entry-level graphic design jobs and corresponding qualifications

CULMINATING PROJECT DESCRIPTION

Project Description

In this project, students apply the basic principles, elements, and tools of graphic design to create a design portfolio that meets the marketing and communication needs of a client. Potential clients are local small businesses, nonprofit organizations, school clubs and organizations, and so on.

Students begin the project by examining their client's core values, philosophy, principles, and target audience. Then they define an identity design specification that reflects who the client is. After completing these planning steps, students create a logo that tells the client's story. To complete the portfolio, students create additional collateral for their client, including business cards and at least one other item that adheres to the client's identity design. The driving question for the project is, "How can we create a visual design and collateral materials that capture and communicate the identity of our client?"

The students work cooperatively in groups of three or four. Ideally, each group is assigned a different client.

Project Components:

Over the course of this project, students produce the following pieces that will make up their complete portfolio:

1. An identity design style guide
2. A logo
3. A business card and letterhead
4. An additional piece of collateral that reflects the identity design of the client (for example, a CD cover and label, a video game backdrop, a poster, a flyer, a book jacket, or packaging)

Students also prepare a presentation in which they explain their work to an invited audience. During the presentation, they use the various pieces in their portfolio as a visual support when they speak.

CULUMINATING PROJECT ASSESSMENT

Project elements are assessed as follows:

1. The identity design style guide is assessed using assessment criteria.
2. The portfolio is assessed with a rubric.
3. Each individual item in the portfolio is assessed using assessment criteria.

REQUESTS FOR THIS CLASSROOM

What is Graphic Design and The Graphic Design Process

1. **Dates: 4th week of August or 1st week of September**
 - a. Beginning of the course: Graphic Design professional come in and describe their profession day to day activities, big picture in marketing process
2. **Dates: 2nd week of November** 5 graphic design professionals come in and work with students on portfolio pieces for local businesses
3. **Dates: First week of December**
 - a. Project Support: 3 Advisors come in to help with students practice presentations
4. **Dates: ___ Week of December 10-14** *Keynote speaker and audience for final Project presentations*
 - a. Final presentations:

REQUESTS FOR POSSIBLE FIELD EXPERIENCES

1. **1st week of November**
 - a. Beginning of the project: Field Trip To Advertising Agency, Graphic Design or College Graphic Design Campus Tour to learn about Building a Graphic Design Portfolio and Graphic Design Careers
2. Date
 - a. Description
3. Date
 - a. Description