

Course Outline

Graphic Design

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Following is a list of objectives to be completed by students to earn credit in Graphic Design. Beside each objective, is a list of materials and resources to be used, the learning targets related to the objective, and the types of assessment(s) by which students show proficiency in successfully accomplishing the objective.

OBJECTIVE 1:	MATERIALS/RESOURCES	LEARNING TARGETS	ASSESSMENTS
<ul style="list-style-type: none">▪ Student will develop proficiency in use of the drawing tools in Microsoft WORD	<ul style="list-style-type: none">▪ Text: <i>Introduction to Desktop Publishing with Digital Graphics</i>▪ Software: Microsoft Word▪ Instructional PowerPoint Presentation (<i>Principles of Design; Elements of Design—Color & Value</i>)▪ Project instruction sheets & rubrics; skill competency checklists	<ul style="list-style-type: none">▪ Student will be quickly identify and “draw” the shapes that make up common objects▪ Student will efficiently select and manipulate basic shapes, and effectively apply gradient fills to objects they create▪ Student will effectively apply basic knowledge of color (tints and shades; warm, cool & neutral colors; analogous and complementary color schemes)▪ Student will use knowledge of layout to create professional looking projects	<ul style="list-style-type: none">▪ Individual Projects w/Rubrics▪ Skills competency checklists (completed by student and teacher)▪ Observation by teacher during course of project work

OBJECTIVE 2:	MATERIALS/RESOURCES	LEARNING TARGETS	ASSESSMENTS
<ul style="list-style-type: none"> ▪ Student will develop proficiency in use of Microsoft PAINT 	<ul style="list-style-type: none"> ▪ Text: <i>Introduction to Desktop Publishing with Digital Graphics</i> ▪ Software: Microsoft Paint ▪ Instructional PowerPoint Presentation (<i>Principles of Design; Elements of Design—Color & Value</i>) ▪ Project instruction sheets & rubrics; skill competency checklists 	<ul style="list-style-type: none"> ▪ Student will correctly employ principles of design (balance) ▪ Student will show improvement in drawing skills using basic and freeform tools in PAINT ▪ Student will effectively apply basic knowledge of color (tints and shades; warm, cool & neutral colors; analogous and complementary color schemes) ▪ Student will competently use all tools on the PAINT toolbar to create visual compositions ▪ Student will competently manipulate and resize objects and the visual composition in preparation for printing ▪ Student will demonstrate effective layout skills to create professional looking projects 	<ul style="list-style-type: none"> ▪ Individual Projects w/Rubrics ▪ Skills competency checklists (completed by student and teacher) ▪ Observation by teacher during course of project work

OBJECTIVE 3:	MATERIALS/RESOURCES	LEARNING TARGETS	ASSESSMENTS
<ul style="list-style-type: none"> ▪ Student will develop proficiency in use of Microsoft PUBLISHER 	<ul style="list-style-type: none"> ▪ Text: <i>Introduction to Desktop Publishing with Digital Graphics</i> ▪ Software: Microsoft Publisher 2003 ▪ Instructional PowerPoint Presentation (<i>Principles of Design; Elements of Design—Color & Value; Logos That Work</i>) ▪ Project instruction sheets & rubrics; skill competency checklists 	<ul style="list-style-type: none"> ▪ Student will effectively use features of Publisher to produce professional looking documents for use in personal and business environments. ▪ Student will select appropriate information for use in creating a variety of business documents. This will require that student understands the concept of target markets. ▪ Student will effectively use color and sound layout procedures to create professional looking projects ▪ Student will correctly apply design principles as they relate to the use of text in visual compositions ▪ Student will understand the requirements of a good logo and will create a logo that reflects those characteristics 	<ul style="list-style-type: none"> ▪ Individual Projects w/Rubrics ▪ Skills competency checklists (completed by student and teacher) ▪ Observation by teacher during course of project work <p><u>Culminating Assessment:</u> Student will complete a final project for unit that:</p> <ol style="list-style-type: none"> (1) demonstrates proficiency in the use of Publisher software, (2) reflects an understanding and effective use of Design Elements and Principles, (3) exhibits an awareness of legal responsibilities as they relate to copyright

OBJECTIVE 4:	MATERIALS/RESOURCES	LEARNING TARGETS	ASSESSMENTS
<ul style="list-style-type: none"> ▪ Student will develop proficiency in use of Adobe ILLUSTRATOR 	<ul style="list-style-type: none"> ▪ Text: <i>Introduction to Desktop Publishing with Digital Graphics</i> ▪ Software: Adobe Illustrator CS3 ▪ Online Illustrator tutorials ▪ Project instruction sheets & rubrics; skill competency checklists 	<ul style="list-style-type: none"> ▪ Student will be able to use the basic Illustrator tools to draw, edit and manipulate graphics and text ▪ Student will demonstrate an understanding of the difference between a vector-based drawing program (Illustrator) and one that uses pixels (Word, Paint, etc.) ▪ Student will understand the main uses of graphics created in Illustrator (print and web) and how to publish to each 	<ul style="list-style-type: none"> ▪ Individual Projects w/Rubrics ▪ Observation by teacher during course of project work ▪ Skills competency checklists (completed by student and teacher) <p><u>Culminating Assessment:</u> Student will complete a final project for unit that:</p> <ol style="list-style-type: none"> (1) demonstrates proficiency in the use of Illustrator software, (2) reflects an understanding and effective use of Design Elements and Principles, (3) exhibits an awareness of legal responsibilities as they relate to copyright

OBJECTIVE 5:	MATERIALS/RESOURCES	LEARNING TARGETS	ASSESSMENTS
<ul style="list-style-type: none"> ▪ Student will develop proficiency in use of Adobe PHOTOSHOP 	<ul style="list-style-type: none"> ▪ Text: <i>Introduction to Desktop Publishing with Digital Graphics</i> ▪ Software: Adobe PhotoShop CS3 ▪ Online PhotoShop tutorials ▪ Project instruction sheets & rubrics; skill competency checklists 	<ul style="list-style-type: none"> ▪ Student will effectively use PhotoShop features to edit and manipulate photos and graphics for use in print and web environments ▪ Student will develop creativity in the way they use PhotoShop features to enhance and enrich visual compositions 	<ul style="list-style-type: none"> ▪ Individual Projects w/Rubrics ▪ Skills competency checklists (completed by student and teacher) ▪ Observation by teacher during course of project work <p><u>Culminating Assessment:</u> Student will complete a final project for unit that:</p> <ol style="list-style-type: none"> (1) demonstrates proficiency in the use of PhotoShop software, (2) reflects an understanding and effective use of Design Elements and Principles, (3) exhibits an awareness of legal responsibilities as they relate to copyright

Notes: Students will be expected to demonstrate an understanding of the Elements and Principles of Design in all projects/software applications. Students will also be encouraged to develop and use their creativity when appropriate in meeting the requirements of a project. If time permits, an exploration of Visual Communication careers will be made using Internet resources including CareerCruising. Field trips and industry guest speakers will also be part of the curriculum, time permitting.