

Course Syllabus: **GRAPHIC DESIGN and ILLUSTRATION**

Instructor Name: Coach Mann

Room: 178

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Course Description:

Graphic Design & Illustration will focus on fundamental elements and principles of visual art and design. Students will design and create projects using Adobe software and Internet resources. Projects will be completed in both team and individual settings. Students will explore career opportunities in the area of graphic design and learn the importance of time management, attention to detail and flexibility. Each student will leave the class with a personal portfolio featuring their best designs. Course Competencies include:

Demonstrate craftsmanship (organization, neatness, precision)

- Exercise attention to detail

Develop, analyze, and refine creative concepts from concept sketches to final product

- Develop a design project from conception to completion
- Use the elements and principles of design in layout composition
- Develop an understanding of publication design that deals with the components of typography, hierarchy, grid, sequence, and spreads

Select and apply appropriate visual elements

- Apply advanced principles of color theory
- Skillfully apply principles of design, composition, and visual hierarchies
- Design with type in layouts
- Use photographs, illustrations, or information graphics effectively
- Apply principles of composition and layout

Recommend and apply creative typographic solutions to design problems

- Select appropriate typefaces, leading, kerning, and style for various usages

Apply appropriate software solutions to design problems for varied media

- Determine the correct software application for the assignment
- Utilize different techniques and approaches to creating imagery other than stock photography to apply to graphic collateral
- Demonstrate proficiency in the use of advanced style sheets and proper design in layout software

Prepare files for output to appropriate media

- Discuss the needs of the printing industry in the preparation of files
- Prepare files for delivery to service bureaus, printing companies, and other production resources
- Apply methods of controlling a variety of print production operations including file preparation, image preparation, font, and file format management

Apply professional principles and techniques of electronic file preparation

- Develop production plans, budgets and schedules for print projects
- Compare printing papers and other substrates based on project specifications and general press and production capabilities
- Demonstrate principles of color management for computer print production applications

Define and apply design terminology according to industry standard

- Explain the relationship between various technologies and the print production activities they perform

Demonstrate typography applications using technology

- Distinguish between traditional and computer-based type
- Investigate alternative forms to digital type - readymade (found), altered, handmade as well as the design of typefaces
- Apply digital typographic solutions appropriate to the design goal

Materials and Supplies:

- Pen & Pencils
- Sketchbook for rough sketching

Class Rules:

To ensure successful and safe learning environment students are expected to follow these rules:

- **Respect all persons and property at all times**
- **Leave Cell phones and personal electronic devices stowed and silent**
- **Keep food and drinks away from the computer stations**
- **Be in your seat and ready to work when the tardy bell rings**
- **Follow campus and classroom rules and procedures**

During class:

- At the start of class be seated, quiet, and complete the warm up activity or begin work on your project
- Hall passes are necessary to leave class. Please do not ask to leave class unless there is an emergency.

End of class:

- Pack up your belongings only after you have been asked to do so
- Save and upload your project to the drive
- Clean the area around your desk before you leave
- Check in all school equipment used during class

Late Work:

Make-up work, due to an excused absence, must be submitted in the appropriate amount of time, as described in the student handbook. Late work (if accepted) will be subject to a reduced assignment grade, the maximum value of which will be 70%.

Tardy:

Tardy students will sign in on the tardy log to record the time they arrived in class.

Tardiness and absences will affect your professionalism grade.

Excused Absences:

You may make up missed work. All work including projects & exams must be made up within one week. Make-up work will be addressed before or after school

Food and Drink:

No food or drink is allowed in class except bottled water with caps. Any violation will be dealt with in accordance with severity, repetition and intention.

Academic honesty:

Using the work of another and claiming it as your own is inexcusable and will not be tolerated. If you are found to be plagiarizing another person's work, you will receive an automatic failing grade. Plagiarism will be reported to the principal for action.

Grading Weights:

Projects and Labs: 70%

Professionalism/Employability: 30%

Tutorial Times:

Mornings: Upon Request