

BD Course Guide

Course Description: Graphic Design: Graphic Design will introduce students to the world of using pictures and text to convey a message. Students will gain the tools to construct an effective Graphic Message, using industry approved software such as Adobe Photoshop and Illustrator. Offset Lithography, Screen Printing and Photography will be major units of study within this course.

Adopted Course Primary Resource	Supplementary Resources
Graphic Communications: Richard J Broekhuizen	Various websites and videos, Youtube library

Standards Addressed In The Course (Note Essential Standards)		
ICT1: Students will analyze, select and use information and communication technologies.	ICT1.f10.h	Incorporate the principles of design using design software.
	ICT1.c7.h	Create a graphic design.
	ICT1.k11.h	Create a product using Offset Printing.
	ICT1.d5.h	Create an effective graphic message that can be printed.
	ICT1.k9.h	Create a screen printed product
	ICT1.i9.h	Create a photographic illustration.
	ICT1.i10.h	Create examples of good photo composition.
	ICT1.b1.e	Describe how people communicate with one another
	ICT1.b4.e	Recognize that there are many types of communication.
CD1: Students will consider, analyze and apply an awareness of self, identity and culture to identify skills and talents.	CD1.b5.h	Use a problem solving process.

CD3: Students will create and manage a flexible and responsive individualized learning plan to meet their career goals.	CD3.a11.h	Apply academic and employment readiness skills in a workplace setting.
4C1: Students will think and work creatively to develop innovative solutions to problems and opportunities.	4C1.b8.h	Work as a team to design a product.
IMT3.b: Select and use communication and information technology to help solve problems and provide opportunities.	IMT3.b7.h	Use communication/information technology to solve a problem.

Units of Study (Sequenced)	Standards Associated	Key Learning Targets & Essential Vocabulary	Essential Question(s)	Common Assessment	Pacing
Graphic Design Intro	IMT3.b7.h ICT1.b1.e ICT1.b4.e	Key Learning Targets: - Choose the correct elements to fit client need - Create a graphic message that communicates an idea (no text) - Design within the guidelines outlined by the client - Identify when a graphic message is an appropriate way to communicate Vocabulary: - Graphic design - Client - Intended audience - Graphic message	-Who is the most important factor when creating a graphic design: the designer, the client, the audience? -Is communicating graphically the best way to communicate?	Skill observation	Ongoing
The Design Process	ICT1.f10.h ICT1.c7.h ICT1.d5.h CD1.b5.h 4C1.b8.h IMT3.b7.h	Key Learning Targets: - Create original design work - Complete the four steps of the design process. - Use the elements and principles of design to create a graphic message.	- Where does creativity come from? - What constitutes original work? - Is it ever okay to work outside of the Principles	Observation of Skills Projects Written	Ongoing

		Vocabulary: ● Element of Design ● Line ● Color ● Shape ● Texture ● Principle of Design ● Balance ● Proportion ● Unity ● Rhythm ● Variety ● Contrast ● Design Process ● Thumbnail ● Rough Draft ● Final copy ● Comprehensive	of design?		
Typography	ICT1.d5.h	Key Learning Targets: ● Recognize different font characteristics. ● Sort fonts into their correct classifications. ● Choose the correct font for a specific application. ● Use a line gauge to measure fonts. ● Estimate font size in relation to other known measurements Vocabulary: ● Line gage ● Ascender ● Descender ● X-height ● Body ● Font family ● Serif ● Stroke ● Display font ● Roman ● Sans Serif ● Square Serif ● Script ● Text	- What is it about typography that is worth studying? - What makes specific fonts appealing to specific groups of people?	Observation of Skills Projects Written	9 Days

Intro to Illustrator	ICT1.f10.h ICT1.c7.h CD3.a11.h	Key Learning Targets: • Open, navigate workspace, save and recall Illustrator files • Locate and use basic tools in Illustrator ◦ Shape ◦ Type ◦ Transform ◦ Pen ◦ Fill and stroke ◦ Align and distribute • Place files into Illustrator • Create and manipulate artboards • Use panels and menus • Choose the correct file extension for the end use of the file. Vocabulary: • Vector image • Fill • Stroke • Guides • Points • Anchor • Path • Artboard • Panel • Workspace	-Are hand drawn or CGI more desirable?	Observation of Skills Projects	Ongoing
Photography Basics	ICT1.k11.h ICT1.i10.h	Key Learning Targets: • Apply the Elements of composition • Differentiate photographic subject matter Vocabulary: • Simplicity • Balance • Framing • Rule of Thirds • Line • Merger • Nature • Landscape • Abstract • Portrait • Still life		Written Skill observation	21 days

		• Candid • Golden hour			
Into to Photoshop	ICT1.f.10.h ICT1.c7.h CD3.a11.h ICT1.i9.h	Key Learning Targets: • Set up and navigate Photoshop workspace • Use photoshop panels • Use tools to retouching photos • Perform basic photo corrections • Manipulate selections • Use layers to make photo adjustments • Apply typographic changes Vocabulary: • Resolution • Raster image • JPEG • Quick mask • Magic wand • Lasso • Layer style • Adjustment layer		Observation of Skill Project	Ongoing
Printing and Finishing	ICT1.k11.h ICT1.k9.h CD3.a11.h	Key Learning Targets: • Use platemaker to print plate and positive • Run offset press • Align screens and Screen print • Use pneumatic paper cutter • Use perfect binder • Use punch binder Vocabulary: • Offset press • Aquatic system • Ink system • Master cylinder • Blanket cylinder • Impression cylinder • Plate etch • Blanket wash • Feed • Nightlatch • Ink • Neutral		Observation of skill Written Project	Ongoing

		• Substrate • Frame • Squeegee • Blade • Plastisol • UV dryer • Registration marks • Color separation • Multi color printing • Punch binder • Perfect bind			
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