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**Syllabus**

**Mrs. Mandy Stringer**

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**I. General Course Information**

Course Title: CTE Graphic Design

Department: Career & Technical Education (CTE)

School Level: High School

Grade Level: 9, 10, 11, or 12

Primary Credit Type: Elective

Duration: 1 year

Maximum Duration: 1 year

Grading: Standard or Advanced Credit Pathway/ DPS Standard

**II. Course Description**

### This year long course is an overview of the basic elements of Design; its purpose, techniques, influences, and its connection to past and current culture. Students will learn visual literacy and critical thinking applied to projects created in a variety of traditional media and/or design software programs. Students will be challenged to push themselves in areas of research, creativity, and problem solving as well as learn about and expand their knowledge of the basics of the principles and elements of design and career opportunities. Through the study of both graphic design and self-expression, students will strengthen their foundation as an artist/designer. Programs used will be primarily Photoshop, Illustrator, After Effects and InDesign.

**III. Course Outline (fluid)**

1. Introduction to Professional Practices
	1. Building a resume
	2. Meeting and presentation expectations
	3. Professionalism
	4. Client/designer relationships and roles
	5. Portfolio creation
2. Identity
	1. Symbolism
	2. Logo design
	3. Color Trends
	4. Logo application
3. Typography
	1. Historical Context
	2. Font Families
	3. Original Design Process
	4. Taking drawings digital
4. Photoshop
5. Digital Photography
	1. Optimize polygons
	2. Using the Render Settings
	3. Exporting options for rendering
6. Package Design
7. Poster Design
8. Teacher Trading cards
9. Travel Poster Design
10. Vector Portraits
11. Basic intro 3D animation (Mandala)

**IV. Grading sections and Scale**

**All grades are divided into 2 categories: Process and Projects. You will also find a 3rd category in Infinite Campus for Exam grades.**

1. Process will include, but not be limited to:
	1. Class Participation
	2. Sketchbook entries: artist statements, critiques, notes, warm-ups, etc.
	3. Readings/worksheets
	4. Studio Maintenance
	5. Homework
	6. Deadlines
	7. Professionalism
2. Projects will include but not be limited to:
	1. Comprehensive Sketchbook completeness
	2. Completion of Projects
	3. Comprehensive Resume
3. Deadlines: School policy states that you have 3 weeks after a deadline to turn in a project for some credit. As a rule, when you miss a deadline, your grade will be entered as an “M” for missing, which equals a Zero. When you turn in your project, your grade will be changed to the deserved grade, less points for missing the deadline. You will lose 10% of your grade for every week that passes after the deadline. Meaning, if you turn in your project 2 weeks late, the highest grade you could possibly earn would be an 80

V. Absences and Tardies

You will be marked absent if you are more than 15 minutes late to a 50 minute class, or 20 minutes late to a 90 minute class.

If your absence is excused, you will have up to 3 weeks (or until the end of the term) to turn in the missing work or you will receive a zero.

VI. Supplies and Art Fees

* 1. For this course you will need a
		+ Notebook or Sketchbook
		+ pens/pencils
		+ 4gb Flash Drive or Larger
	2. There is a $15 art fee for the course, which will provide you with printing privileges and matt board. This fee is required. If you have any concerns, please see me.
	3. Optional supplies:
		+ Colored pencils
		+ Colored sharpies

VII. Class Rules

1. No food/beverage
2. No cell phones/mp3 players
3. Be respectful of the technology in the classroom
4. Respect yourself, respect others.

**VIII. Standards and Assessments Coding**

**CTE Content Standard**

ARVD.01-Analyze and utilize the foundations in visual communication as related to current industry standards and trends.

ARVD.01.01-Understand the principles and elements of art and design.

ARVD.01.01.a-Understand and analyze line, shape, form, color, texture, balance, unity, variety, emphasis, movement and proportion as related to visual communication.

ARVD.01.02-Use available tools and techniques.

ARVD.01.02.a-Identify industry related tools and equipment.

ARVD.01.02.c-Employ digital literacy skills.

ARVD.02-Understand and demonstrate technology and process related to visual communication.

ARVD.02.03-Understand and apply finalization techniques

ARVD.02.03.b-Assess the usage of art elements and principles in the design.

ARVD.02.03.c-Present, publish and/or create portfolio.

ITIM.01-Understand and implement the design and development process for the production of quality interactive media.

ITIM.01.02-Define scope of work to meet customer requirements.

ITIM.01.02.a-Prepare functional and visual design specifications for a project. (ie storyboards, flowcharts, user interface, navigational schema, etc).

ITIM.02-Understand and demonstrate the use of software and hardware for digital communication production, development and project management.

ITIM.02.01-Demonstrate the ability to work with appropriate software tools.

ITIM.02.01.b-Demonstrate knowledge of available graphics, video, motion graphics, web software programs.

ITIM.02.01.e-Demonstrate the ability to create and transform objects in 3D space; apply effective lighting and camera manipulations.

ITIM.02.01.f-Demonstrate knowledge of the basic principles of motion graphics.

ITIM.02.02-Utilize the design principles and elements used to create a uniform interactive media product.

ITIM.02.02.a-Use design elements such as shape, space, lines, size, color, texture, and typography, proportion, balance, scale to create an effective media product.

ITIM.02.03-Identify and utilize appropriate hardware configuration and tools.

ITIM.02.03.b-Understand the hardware requirements for the creation, visualization, and rendering of computer 2D and 3D graphics.

ITIM.03-Implement and maintain an interactive media product to meet customer needs.

ITIM.03.01-Utilize appropriate methodologies for creating quality interactive media.

ITIM.03.01.a-Implement the functional/visual design criteria to create a media product.

ITIM.03.01.b-Demonstrate the effective use of the animation timeline.

**Postsecondary & Workforce Readiness and Essential Skills**

ESSK.02 Communications: Use oral and written communication skills in creating, expressing, and interpreting information and ideas including technical terminology and information.

ESSK.02.04 Evaluate and use information resources to accomplish specific occupational tasks.

ESSK.02.04.a Use informational texts, Internet web sites, and/or technical materials to review and apply information sources for occupational tasks.

SSK.02.04.b Evaluate the reliability of information from informational texts, Internet Websites, and/or technical materials and resources.

ESSK.02.05 Use correct grammar, punctuation, and terminology to write and edit documents.

ESSK.02.05.a Compose multi-paragraph documents clearly, succinctly, and accurately.

ESSK.02.05.c Use correct grammar, spelling, punctuation, and capitalization when preparing written documents.

**Academic Alignment with Math, Science, Reading, Writing and Communication (CCSS, CAS)**

MA10-GR.HS-S.4-GLE.5-EO.a-Apply geometric concepts in modeling situations. (CCSS: G-MG)

RWC10-GR.12-S.3-GLE.2-EO.d-Select and build context for language appropriate to content (technical, formal)

RWC10-GR.9-S.4-GLE.2-EO.c-Implement a purposeful and articulated process to solve a problem

**V. Camera Responsibility**

Students will have the great opportunity to utilize top of the line photography equipment. They will be able to check these cameras and other tools out during class and after school hours to complete their projects. When the cameras are in the hands of students, the student is 100% responsible for the well being of the camera. This includes proper handling and conserving battery power. All students will be trained on these procedures and will be liable to any damages that may occur while the equipment is in their possession. This means if a student drops a $500 camera, they are responsible for all damages.

**VI. Parent/guardian Signature**

**I have read the syllabus and understand the structure and content of the class as well as classroom rules and expectations. I understand there is a $15 art fee that will need to be paid by the treasurer.**

**Student’s name Parent/Guardian’s name**

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**Student Signature Parent/Guardian Signature**

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