

NOELLE CASTORENA

NCASTORENA@WASHOESCHOOLS.NET

Graphic Design II

[Brief Video Link](#)

COURSE PURPOSE

This course is a continuation of Graphic Design I. This course provides advanced graphic design students with instruction in advanced techniques and processes. Students will work on projects simulating challenges found in the design industry such as corporate identity, publishing, advertising, and web applications. Students will develop their skills utilizing industry-standard software and equipment. Portfolio development will be emphasized. The appropriate use of technology and industry-standard equipment is an integral part of this course.

COURSE OBJECTIVES

- Students will be able to demonstrate knowledge of the history of the graphic design field.
- Students will be able to communicate ideas using appropriate industry terminology.
- Students will be able to identify and apply the elements of design, principles of design, principles of typography, and apply principles and elements of design to layout.
- Students will be able to demonstrate knowledge of concept development.
- Students will be able to demonstrate knowledge of image creation and manipulation.
- Students will be able to demonstrate applications of media outputs.
- Students will be able to identify and apply the design process.
- Students will be able to demonstrate knowledge of copyright and intellectual property law
- Students will be able to demonstrate ethical behavior as it relates to the industry.
- Students will be able to create and maintain a personal portfolio.
- Students will be able to demonstrate the process of evaluating portfolios.
 - Students will be able to demonstrate personal qualities and people skills.
 - Students will be able to demonstrate professional knowledge and skills.
 - Students will be able to demonstrate technology knowledge and skills.



COURSE OUTLINE

Subject to change.

1st Semester:

1. Graphic Design & CTE
 2. Graphic Design History
 3. Digital Classroom - Set-Up Computers and Accounts
File Saving, Storage, & Organizing
 4. Employability Skills
Will be discussed and represented throughout the year
 5. Photoshop
 6. Scholastic Art Competition (DUE DATE - Dec)
 7. Intro to SkillsUSA and the start of Prepping
 - 8. Job Experience & Real WorldExperience
 - Working with Leadership and designing for the school
 9. Desktop Publishing Tools
Hand Illustration
 10. Elements & Principles of Design
Composition
 11. Good Gestalt
 12. Color Theory
- 1st Quarter MIDTERM
13. Research, Concepts & Design Hierarchy
 14. More SkillsUSA Design Prep
 15. Halloween, Turkey Day, & Christmas
Holiday Design Competitions
 16. Ad Design
 17. Web Design
 18. Digital Design

19. Anatomy of Type
 - The Graphic Design Standards
 - E&P of Composition
20. Type Classifications
21. Manipulating Typefaces
22. Lettering Do's and Don'ts
Desktop Publishing
Basic Tools
23. Symbolic Type
24. Expressive Words
25. Margo Chase's Hand-Lettering Design,
Film
26. Customer Service for Clients
27. Ethical and Legal Issues relating to
Graphic Design
28. Printing and showing work

1st semester FINAL EXAM

2nd Semester:

29. Industry Standard Software -
Photoshop, Illustrator, InDesign
 30. Text Type Fundamentals
 31. Creating Emphasis
- 3rd Quarter MIDTERM
32. Designing with Grids
 33. Using Color
 34. Typography Booklet
 35. Working with other professionals in the
Industry
 36. Professional Presentation of Work -
Resume/Interview Study, Professional Attire,
Personal Portfolio Maintenance and Upkeep
 38. SKILLSUSA Opportunities

2nd Semester FINAL EXAM

So far, we have begun exploration of portfolios, pop art with Illustrator, and creating self photo collages.

COMPLETE SYLLABUS AND OTHER CURRENT
INFORMATION AVAILABLE ON YOUR STUDENTS' TEAMS.

