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Graphic Design III

<u>Brief Video Link</u>

COURSE PURPOSE

This course is a continuation of Graphic Design II.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, web applications, and package design. Portfolio development will be emphasized. The appropriate use of technology and industry-standard equipment is an integral part of this course. Upon successful completion of this course, students will have acquired entry-level skills for employment and be prepared for postsecondary education.

COURSE OBJECTIVES

- Students will be able to demonstrate knowledge ofthe 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.

1. Graphic Design Intro/Review
2. CTE
3. Digital Classroom a. Set-Up Accounts
b. Saving, Storage, & Organization
4. Roaring Prints - In-House Jobs and Accountability
5. Grading & Expectations
6. Extra Credit
7. Contests
8. Graphic Design History
9. Having Dynamic Balance
10. Critique Process a. How to Analyze Graphic Design
11. Photoshop
12. Desktop Publishing Tools
13. Illustrating and Hand Lettering (Calligraphy)
14. Digital Tools & Workflow
15. Composition - Elements and Principles of Design
16. Color Theory
17. SkillsUSA
18. Research, Concepts, & Design Hierarchy 19. Holiday Design Competitions
20. Ad Design
21. Web Design
22. Digital Design
23. Free Designs
24. Well-Known Graphic Designers
25. The Design Process
26. Typography
27. Ethics and Legality according to GD
28. Illustrator — Vector
29. The Design Process
30. Identity Design a. Branding b. Group

31. Layout & Grids
32. Publication Design
33. Dynamic, the Do's & Don'ts of Design
34. Well-Known Graphic Designers
35. SkillsUSA Nevada State Competition
36. Career Week
37. Environmental Design & Informational Design
38. Printing
39. Presentations
40. Presenting Work
41. Employability Skills / Workplace Readiness
42. Free Designs
43. Portfolio Production & Presentation
44. Teacher Appreciation Design
45. Design Assessments

Please note Graphic Design III students will be taking the CTE end of program and Employability Skills exam in the Spring.

So far, we have begun exploration in package design, business card design, and school design projects. Each project can help build their portfolio.

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

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