Graphic Design – Where inspiration and imagination come together

Rancho Buena Vista High School - Room: 220   2013-14 Syllabus
Instructor: Mrs. Donna Tlachac   (Tuh laa' Hotch)   E-mail: DonnaTlachac@vistausd.org
Telephone: 760-727-7284 x 72220   Online support: http://www.tlachac.com

Career Technical Education (CTE) Graphic Design Course Description
CTE Graphic Design is a one year course that prepares students to design and produce a variety of electronic and print publications. Students explore the techniques and employ Industry standard practices while planning, designing, and creating graphics. Projects include T-Shirt and Hat designs, posters, flyers, advertisements, public service announcements, packaging, business packages (logo, stationery, envelope, business card), and page layouts for onscreen displays. Aspects of graphic communications, marketing and advertising are studied.

Course Curriculum also includes the exploration of cultural influences on the arts, examining the development of communication methods throughout history, and movements in art, graphics and design. Through lecture, research, reading, and numerous hands on activities, this graphics art course teaches students to combine typography and visual expressions to deliver effective, contemporary messages. An emphasis is focuses on using the principles of art to arrange the elements of art. Typography is employed as an artform.

Portfolios
Each student prepares a portfolio that represents a broad spectrum of advertising and graphic design skills. The course includes many real world projects that are visible throughout the school and community. Career opportunities are fully connected with professional standards. CTE Graphic Design will prepare students for either entry level positions in industry or advanced career technical studies at colleges and universities.

Rancho Buena Vista High School Fine Arts Credit
Students who take and complete CTE Graphic Design will receive fine art credit that can be used toward graduation requirements.

CTE Certificated Competency Based Course
Graphic Design is a certificated course listed under the Art, Media and Entertainment Industry sector of the Career Technical Education Standards. Upon completion of the course each student will receive a Career Technical Education Certificate from the San Diego County Office of Education – ROP/CTE (Regional Occupational Program/Career Technical Education)

Earn College Credit while in high school College credit is transferable!
Palomar Community College can award 3 transferrable college credits earned to each student who earns and A or B during both semesters. Elective credit at Community college level is for Illustrator 1. This electives credit, can be transferred as Fine Arts credit at the UC or CSU systems.   (See instructor for details on how to enroll).

University of California – Fine Arts Credit Transferable   UC A-G
The University of California recognizes credits earned for these courses toward Fine Arts requirements. Students must start a transcript at Palomar College (free service) to have the 3 units of transferable college credit awarded. Students *do not have to attend Palomar* to receive UC-F credit, but they must enroll during spring semester.

Graphic Design Objectives

The objective of this class is to become proficient in the technical competencies of digital imaging software while demonstrating artistic skills through the production of aesthetically effective graphics. The portfolio of work that students develop will demonstrate a broad range of industry related skills. An understanding of both the technical and artistic/aesthetic implication of the medium utilized is articulated.

As a result of taking this class, you should be able to:
- Work professionally within a design team.
- Identify numerous design careers and careers in the Arts.
- Evaluate designs (your work and others') for audience, meaning, and effectiveness.
- Use the elements and principles of design in a decisive fashion.
- Plan a design project according to a client's needs.
- Build a design gradually using thumbnail sketches and mock ups.
- Create attractive visual expressions that communicate messages effectively.
- Use color and composition to communicate ideas clearly.
- Use typography effectively in a design.

Method of Instruction & Participation

Students will learn and develop their individual skills in a virtual studio through hands-on instruction and group activities. I use instructor led demonstrations and lectures to introduce new concepts. Students gain valuable experience by practical activities and tutorials, thus exposing them to scenarios that replicate *real world* situations. State of the art computer equipment and software is provided in the classroom. The digital imaging and advertising projects assigned and produced in your Graphic Design course reflect current industry standards and practices.

Attendance is vital for success!

Since classroom activities play a major part in each student's success in the class, attendance is critical. When a student is absent, it is his or her responsibility to make up the assignments that were missed.

Projects & Assignments

Projects and assignments are assigned a value in points and are scored according to **adherence to project guidelines, quality, creativity and ingenuity**. Student may earn points per finished exercise, assignment, or project. Students also earn points on study guides, quizzes, tests, essays, presentations and other classroom participations. Students who perform above and beyond minimal expectations will feel personally rewarded by their successful publications. As a final project, students participate in the San Diego County Fair Student Showcase exhibit and competition, entering the graphic medium of their choice. Traditionally, RBV Graphics Students win the top awards in many categories of the design competition.

Primary Digital Imaging, Illustration, and Publishing Software:

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat

Q. How Do I Turn in Graphic Design Artwork? The RBV Digital Drop Box – Google Docs - Portfolios

Although we print some of the digital art on paper, a majority of the practice exercises are "printed electronically" as an Adobe Portable Document File (pdf) or "turned in " as a native Photoshop file (psd) or a Native Illustrator file (ai) by saving in the homework folder on the RBV-ROP Data servers. You have successfully "turned it in" your project to my digital drop box, when your art is in your class directory. Assignments are due on time! Partial credit may be given at the Instructor's discretion. Students should not rely on this concession.

Q. What is the grading criterion?

Each student has the ability to successfully create graphics when they enter the classroom. Students should demonstrate a consistent effort, have innovative ideas, complete their work on time, and show that they are dedicated to creating a quality digital piece. Digital designs should demonstrate that the elements of art and principles of design were thoughtfully employed. Techniques are progressively introduced and developed during the course, allowing each student the opportunity to develop their own style of accomplishing a visual solution.

Every student is encouraged to develop their own artistic voice. I like to call developing you own artisitc voice "singing your own song". While you can certainly have a good experience singing someone else's song, and it can be beautiful, there is nothing more rewarding than singing your own song. Be yourself!

Q. What competency scale do you use?

Students will receive a grade for work complete during each progress report period. A cumulative grade, taken from all three progress reports, is assigned at the end of each semester.

Students desiring to earn college credit must earn an A or B in both semesters and complete a Palomar Application to start a transcript. (see the heading "Earn College Credit While in HIgh School")

   A= 90 –100   All major and minor goals achieved.   **ALL assignments** are turned in on time

   B =80 – 89   All major goals achieved; some minor ones not

   C =70 – 79   All major goals achieved; many minor ones not

   D= 60 – 69   A few major goals achieved, but student is not prepared for advanced work

   F= 0 – 59   None of the major goals achieved. Most assignments are turned in late or not at all

Q. What careers are available to me in the Graphic Arts?

Careers as a Creative in the Graphic Arts field include graphic designer, production coordinator, assistant art director, document specialist, graphics support coordinator, product designer, and presentation specialist in creative centers such as advertising agencies, design studios, TV studios and publishing houses.

Expectations

It is my pleasure to be your teacher this year.

I look forward to getting to know you and look forward to watching you succeed and grow artistically.

A respectful decorum is appreciated at all times. I will respect you as young adults who are taking advantage of this CTE Class to benefit yourselves for your future, by developing communication and publishing skills that will last a lifetime. Whether you choose to continue in this discipline or not, you will learn beneficial skills that are transferable to many areas of your life.

I believe that abundant creativity flows in a classroom full of people who mutually respect each other.

I have witnessed this personally year after year. Together we have grown and produced some amazing art.

Some of the best students in the world walk through the door of RBV room 220.

Welcome !!!

Mrs. T