

Graphic Design Syllabus

Rancho Buena Vista High School - Room: 220

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Graphic Design Course Description

Graphic Design is a one year course prepares students to design and produce a variety of print and electronic media. Students learn successful techniques for planning, designing and creating illustrations, brochures, newspapers, flyers, advertisements, publications, and instructional material. They learn how to address all aspects of graphic communications in order to create successfully delivered messages. The course includes exploring different cultural influences, historical periods and movements in art and design. Through lecture, research, reading materials and assigned projects, the course emphasizes the elements and principles of art in a manner that engages students. A variety of theories are presented that prepare students for either entry level positions in industry or advanced career technical studies at colleges and universities. The course includes many real life projects that are visible throughout the school and community. Career opportunities are fully connected with professional standards.

Earn College Credit in Graphic Design

The University of California recognizes credits earned for these courses toward Fine Arts requirements.

Graphic Design Objectives

The objectives of this class are to achieve proficient technical and aesthetic skills using various tools to generate a broad range of two dimensional images. The work you will produce should demonstrate a good understanding of both the technical and artistic/aesthetic implication of the medium utilized. In addition, success with the course material could lead to successful employment as a career or supplementing income while continuing education.

As a result of taking this class, you should be able to:

- Work professionally within a design team.
- Identify numerous design careers which are available.
- 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 mockups.
- Create attractive layouts that communicate messages effectively.
- Use color to communicate ideas to others.
- 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, and presentations. Students who perform above and beyond minimal expectations will feel personally rewarded by their successful publications.

Primary Digital Imaging Software:

Adobe Illustrator, Adobe Photoshop, and Adobe InDesign

Q. How Do I Turn in Graphic Design Artwork?

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. Each class will have its own homework folder. When your graphic is in your class’s directory you have successfully “turned it in”.

Q. Will I get credit of late work?

Assignments are due on time! Partial credit may be given at the Instructors discretion. Students should not rely on this concession.

Q. What are the grading criteria?

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 art should demonstrate that they have thoughtfully employed the elements of art and principles of design. 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. Therefore, the sky is the limit!

Q. What competency scale do you use?

Students will receive a grade for work complete during each progress report period. A cumulative grade is assigned at the end of each semester.

A= 90 –100	All major and minor goals achieved. <u>ALL assignments are turned in on time</u>
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

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. A respectful decorum is appreciated at all times. I respect you as young adults who are taking advantage of this ROP Class to benefit yourselves in the future by developing communication and publishing skills that will last a lifetime. 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. Through the doors of 220 pass some of the best students in the world!