Introduction to Graphic Design
Syllabus 2018_2019
Bethel High School

Course Description

Graphic Design is a year-long project-based course that prepares students to design and create a variety of print and electronic media through the understanding and application of Elements of Art and Principles of Design. In our fast-paced, visually oriented culture, the use of digital art has rapidly become a primary method of communication. Digital artist in particular now holds an important place in modern society as creative, innovative minds are much sought-after in all fields. To prepare for the 21st century and to be successful, it is becoming increasingly important to be proficient with current technology. .Using current technologies and industry standard software coupled with art design principles; students will sharpen their problem solving and critical thinking abilities.

Students will use the computer as a tool to solve art/design problems. Students in this class use state-of-the-art industry-standard software: the Adobe Creative Suite as tools to solve design problems. Students will also learn to use peripherals which include scanners, digital cameras, drawing tablets, color printers and the Internet.

Students will

- learn and use artistic techniques for planning, designing and creating illustrations, brochures, newspapers, flyers, advertisements, publications, and instructional materials to successfully communicate and express information and ideas clearly and creatively
- analyze the purposes behind graphic designs, and different types of information that artists are tasked with communicating, including designing visual assets for video game
- consider the ethics of digital image manipulation and learn about the different ways digital images are used in their culture and everyday lives
- explore the relationships between graphic arts, craftsmanship, logos, business, branding/corporate identity, advertising, consumption, and public familiarity with products and services.

Basic Information

Instructor: Ai Choo Ashe – Room 405
E-mail: aashe@hampton.k12.va.us
Phone: 757-825-4749
Course Website: bruinsdigitalstudio.weebly.com
YouTube Channel: https://www.youtube.com/user/BHS405Animations

Course Objectives

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

- Understand that graphic design is a process of purposeful visual creation
- Understand and apply the theory and elements and principles of graphic design and typography
- Utilize industry standard design software to develop effective and creative designs.
- Build a design gradually using thumbnail sketches and mockups
- Create attractive layouts that communicate messages effectively
- Demonstrate technical skill and craftsmanship
- Use materials, tools & workspace responsibly & effectively
- Use effective processes to understand, respond to & reflect on artistic problems.
- Exhibit professional behaviors, such as teamwork, punctuality, meeting deadlines & productivity
- Use aesthetic criteria to critique the merit of one's own work
- Recognize the role of graphic design in a global marketplace and develop career awareness related to working in the graphic design industry
- Develop time-management skills to achieve long-term goals.

Required Supplies needed Every Day

- Pocket folder with 3 prongs
- Pen and pencil
- Flash Drive – preferably 2 Gigabytes minimum
- Sketchbook (provided by HCS: $5.00 to replace if lost)

Types of Assessments

1. Class Exercises: daily assignments/bell ringers/journal entries
2. Creative Projects
3. Presentations
4. Written self-assessments
5. Group critiques of student work
6. Discussions with active participation
7. Final portfolio of work
8. Participation in the annual high school art exhibition
9. Midterm and Final Exams
10. Professionalism (attendance, work habits, ambition, listening, asking questions, contributing, respect to self, others, and equipment)

Your grade will be based primarily on the portfolio of work for the quarter. This includes the following:

- Journals: 15% (bell-ringers, hooks): daily
- Classwork: 30% (tutorials, mini assignments, homework, quizzes): at least 8 per quarter
- Projects: 45% (creative assignments: at least 4 per quarter)
- Professionalism: 10% (attendance, work habits, ambition, listening, asking questions, contributing) graded every 4 weeks

Homework may be assigned as necessary to expedite progress on projects. I.e., certain steps will need to be completed outside of class in order to complete your in-class work in a timely manner.

Active participation in critiques of your work and the work of your classmates will be worth a significant portion of your term grade. The critique is quite an important part of the art-making process.

You will be required to meet tight deadlines on projects. If you need time outside of your regular class time, please contact me.

Grading Criteria

- Concept development
- Innovation / Originality / Inventiveness
- Strength and clarity in communicating ideas
- Strength of design
- Technical proficiency (Craftsmanship)
- Presentation
- Understanding of concepts, as demonstrated in discussion and writing
- Class participation (attendance, work habits, ambition, listening, asking questions, contributing)

- Specific criteria for each assignment

Rubrics:

- General Rubric
- Creative Thinking Rubric
- Writing Rubric

How will my Grade be Calculated?

CATEGORIES	POINTS	% OF GRADE
Classwork	100	30
Professionalism	100	15
Journals	100	10
Projects	**100**	**45**
Total		**100**

Hampton City Schools Grading Scale		
Total Points	**Letter Grade**	**Percentage**
93–100	A	93-100%
90–92	A–	90–92%
87–89	B+	87–89%
83–86	B	83–86%
80–82	B–	80–82%
77–79	C+	77–79%
73–76	C	73–76%
70–72	C–	70–72%
64–69	D	64–69%
Below 64	F	Below 64

COURSE OUTLINE

The pacing of the course and types of assignments are subject to change per instructor's discretion.

SEMESTER 1: First Nine Weeks

- Pre-assessment
- Brief overview and discussion of course objectives/goals
- Review class rules and teacher/student expectations
- Required course materials/supplies
- Review work submission policies; resources, tutorials, extra help, etc.
- A look at the history of graphic design and explore how digital images are used in our culture and everyday lives
- The elements and principles of design
- The ethics of digital manipulation
- Copyrights and fair use
- Careers in graphic design
- Technology foundations: Adobe Illustrator

SEMESTER 1: Second Nine Weeks

- Hand drawn vs. vector art, pixel vs. vector art
- The history and art of typography
- Working with type in Illustrator
- The Design Process

Sample activities: posters, typography portraits, vector art

SEMESTER ONE EXAM (20%)

Semester 2: Third Nine Weeks

- Introduction to Photoshop
- Digital manipulation techniques
- The art of logo design
- Identity and Branding

Sample Projects: montages, collages, tessellations, portraits, logo, product design, magazine covers.

Semester 2: Fourth Nine Weeks

- Introduction to InDesign
- Publishing with InDesign
- Culmination: independent projects

FINAL EXAM (20%)

How do I Make Up Incomplete or Missing Work?

You are expected to keep up with tutorials and assignments in class. Keep track of course assignments and due dates as they are worth 55% of your overall grade. Late or incomplete work can be turned in after the due dates during the same semester for a reduced score. If the work is late due to an excused absence, you will have one extra school day per day of excused absence to complete it without a reduction in grade.

If your work is only partly complete by the due date, my advice is to turn in what you have so far. Then complete the remainder of the assignment. Please let me know as soon as you have submitted a late assignment. Otherwise I will not know to look for it.

Extenuating Circumstances: If you have extenuating circumstances that prevent you from completing your work, or participating in the class, please contact the instructor to make alternative arrangements. The possibility of alternative arrangements is at the discretion of the instructor. Active communication is the key to overcoming any obstacles you may encounter during the term. If you are unable to contact your instructor, contact the school administrative staff.

Class Rules and what do they mean day to day?

Respect yourself, others, and your learning environment

1. **Allow the instructor to teach**
   - Speak only when I have completed instruction
   - Raise your hand if you wish to speak, and wait for me to call on you
   - If you need assistance, wait for your turn.
2. **Allow others to learn**
   - Stay in your assigned seat
   - Stay engaged at what you are working on
   - Keep personal conversations short
   - Keep the volume of your voice down when speaking (use inside voices)
3. **Be safe.**
   - Keep your hands and belongings on yourself
   - Keep the classroom safe by respecting all classroom materials
4. **Keep things clean.**
   - Clean up after yourself so your station is ready for the next student
   - Return all classroom materials to the proper storage place
   - Only eat or drink at designated places in the classroom
   - Keep your language clean
   - Dispose of any gum before you enter the classroom.

Consequences

If you have forgotten one of the computer lab/class rules, the instructor will give you a gentle verbal reminder. Willful, severe or repetitive poor behavior is considered insubordination and will result in one or more of the following consequences:

- Student conference
- Parent contact
- Seat change
- Loss of privileges and/or use of materials
- Administrative detention
- Office referral

Keeping our classroom welcoming, and a safe place to learn cool skills depends on everyone. Please exercise your best judgment and exhibit good behavior. You will be treated like a responsible adult and I expect the same treatment and respect back from you.

"Free Time" on the Computer

Students may earn free time on the computers by maintaining a good grade and getting work done. "Free Time" does not mean playing games or engaging in social media. You will be allowed free time to work on classwork outside of this course. "Free Time" is only permitted if only if you meet the following criteria:

- You have obtained permission from the instructor
- You have completed that day's task
- You have an A in the class – OR – you have completed all assignments so far in the semester.

OTHER POLICIES OR PROCEDURES

USE OF PERSONAL ELECTRONICS

- Cell phone use only before or after school. Please comply with regulations in the Students' Rights and Responsibilities handbook.
- Chromebooks: only use as directed in this class

SEATING

Seating is assigned by the 10th day of school. Please do not move to another workstation without the instructor's permission.

CLASS DISMISSAL

The instructor will dismiss you from the class, not the bell. Make sure you have cleaned up your area and return any supplies to the appropriate storage containers before you leave.

TARDINESS

You are tardy if you are not seating in your assigned seat when the tardy bell rings. Excessive tardiness is subjected to the school's tardy and loitering policy. Tardiness may be excused if you receive a written pass from another teacher or administrator that has your name, and the date and time written in ink. The instructor will send an

email to verify the excuse. Forging a hall pass is lying and will result in appropriate consequences.

HALL PASSES

Your student planner must be used in order to have my permission to leave the classroom during class for the restroom, health office, or other reason. Your planner must have your name on it, and you may not borrow another student's planner. **Don't ask for permission for a hall pass**

- Until the class attendance is taken
- Until after instruction
- Until after 10 minutes when class begins
- 10 minutes before dismissal

About 5 minutes should be sufficient for a restroom trip. If you abuse your restroom privilege, you will lose it for a period of time.

FOOD AND DRINKS: <u>There should be no consumption of any food or beverages at your workstations!</u>

- Beverages must have a screw cap! (*place under the table or on tables away from your workstation*)
- **All foods – especially Cheetos!** (all foods must be consumed outside the classroom, with teacher's permission: clean your hands/fingers)
- **No Gum chewing**, breath mints OK
- Trash on floors or desks – clean it up!

EXPECTATIONS

What Can I Expect from Mrs. Ashe?

- Provide a variety of fun challenging projects to encourage higher-level thinking and creative solutions in the production of digital art.
- Differentiated instruction, tutorials, and demonstrations
- Access to resources from home to hone in software skills.
- A clear grading policy and scheduled formal or informal progress reports
- Timely feedback to ensure growth
- Professionalism

Student Expectations

- Maintain regular attendance & be on time
- Follow class rules
- Keep cell phones off & away during class. If you use your phone inside my classroom, you will risk detention or confiscation of your phone
- Plan, organize & complete projects & assigned tasks on time, meeting standards of quality
- Use creative solutions and higher-level thinking skills when solving problems encountered when creating personal art

- Take responsibility for workspace, materials & missed classes
- Maintain appropriate interactions with staff & other students
- Have a **POSITIVE ATTITUDE** and have **FUN, WORK HARD,** and **LEARN**! The amount of learning and skill mastered during the year will be directly reflected in the amount of effort the student invests. Time wasted cannot be replaced. Attitude and time management are keys to success.

Parent Expectations

Please review this syllabus and class/lab policies with your child. Parents are always welcome to contact me in regards to their child's progress in this class or if you have any questions or concerns. You will be provided access to your child's Schoology account whereby you can monitor your child's daily assignments and project expectations. More information will be coming home soon. You can reach me at **825-4749**, or email me at aashe@hampton.k12.va.us. Please encourage and support your student in his or her creative abilities.

PLEASE NOTE:

Parents and students are responsible to check grades and attendance at the website below. Grades are updated weekly.

https://ps.hampton.k12.va.us/public/

Please sign and print name(s) below, and return this page to the instructor.

Please read this syllabus and be sure you understand it and can agree to abide by the expectations of this class. Keep the syllabus but return this form to Mrs. Ashe as soon as possible.

We have read through the introduction, course description, teacher expectations, student expectations, and parent expectations and assessment policies. We understand what is expected and we are in agreement with it and can abide by the expectations of this class.

Date: _____

Student's Name (**please print**):

_____

Student's Signature:

_____

Parent's Signature:

_____

Parent Contact: Home/cell Phone:

_____ _____
(Home) *(Mobile)*

Work Phone: _____

Email: _____

Preferred Method of Contact (check all that applies)

☐ At Work
☐ At Home/Cell
☐ Email