

Graphic Design/Advertising

Curriculum Guide

Scranton School District

Scranton, PA



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Curriculum Guide**

Graphic Design

Prerequisite: Introduction to Business, Business Academic Computers

Graphic Design is designed to introduce students the diverse field of Graphic arts, design principles and advertising in a software environment. Students will develop skills in design principles, creating digital media, & photo editing as part of the creativity process. Students will also learn basic photography skills, such as color scheme and mood, photo manipulation, vector based drawing to create digital print media using the Adobe creative suite. As a project based course, students will develop and apply skills as they enter the real world. This course is essential for students interested in commercial or fine art, graphic design, advertising, print media or other professional careers that require computer based art creation skills.

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Year-at-a-glance

Graphic Design	Grade Level 10-12	Date Completed: 1/
Quarter		
Topic	Resources	CCSS
Graphic Design	Teacher prepared Online activities on Edmodo gcflearnfree.org/Image Editing	CC.1.2 CC.1.4 CC.1.5
Print in Graphic Design	Teacher prepared Online activities on Edmodo Occupational Outlook Handbook on bls.gov	CC.1.2 CC.1.4 CC.1.5
Elements of Design	Teacher created Resources online and documents artisttoolkit.com	CC.1.2 CC.1.4 CC.1.5
Principles of Design	Teacher prepared Online activities on Edmodo Teacher created Resources online and documents	CC.1.2 CC.1.4 CC.1.5
Learning management system/File Organization	Teacher prepared Online activities on Edmodo Teacher created Resources online and documents	CC.1.2 CC.1.4 CC.1.5
Understanding Graphics	gcflearnfree.org- Image Editing 101 Teacher prepared Online activities on Edmodo Teacher created Resources online and documents	CC.1.2 CC.1.4 CC.1.5
Photoshop - Photo Effects	Teacher prepared Online activities on Edmodo Teacher created web-based projects	CC.1.2 CC.1.4 CC.1.5 CC. 2.4

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Photoshop- Text Effects	Teacher prepared Online activities on Edmodo Teacher created web-based projects	CC.1.2 CC.1.4 CC.1.5 CC. 2.4

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Topic	Resources	CCSS
ht Laws	commonsensemedia.org copyright and fair use lessons Teacher prepared Online activities on Edmodo	CC.1.2 CC.1.4 CC.1.5
Photoshop- Image masks/recoloring	Teacher prepared Online activities on Edmodo Teacher created web-based projects	CC.1.2 CC.1.4 CC.1.5 CC. 2.4
er Science Week- Hour of Code	Coding projects on code.org and khanacademy.org	CC.1.2 CC.1.4 CC.1.5 CC. 2.4
Illustrator	digitalartanddesign.org Teacher prepared Online activities on Edmodo Teacher created web-based projects	CC.1.2 CC.1.4 CC.1.5 CC. 2.4
	digitalartanddesign.org Teacher prepared Online activities on Edmodo Teacher created web-based projects	CC.1.2 CC.1.4 CC.1.5 CC. 2.4
	digitalartanddesign.org	CC.1.2 CC.1.4

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	Teacher prepared Online activities on Edmodo	CC.1.5 CC. 2.4
	Teacher created web-based projects	
	Teacher prepared Online activities on Edmodo	CC.1.2 CC.1.4
	Teacher created web-based projects	CC.1.5 CC. 2.4

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Quarter

Topic	Resources	CCSS
nDesign Restaurant menu	Teacher prepared Online activities on Edmodo	CC.1.2 CC.1.4
	Teacher created web-based projects	CC.1.5 CC. 2.4
nDesign Magazine	Teacher prepared Online activities on Edmodo	CC.1.2 CC.1.4
	Teacher created web-based projects	CC.1.5 CC. 2.4
nDesign Newsletter	Teacher prepared Online activities on Edmodo	CC.1.2 CC.1.4
	Teacher created web-based projects	CC.1.5 CC. 2.4
Marketing	Teacher prepared Online activities on Edmodo	CC.1.2 CC.1.4
	Teacher created web-based projects	CC.1.5

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Quarter	Topic	Resources	CCSS
	Media Advertising	Teacher prepared Online activities on Edmodo Teacher created web-based projects	CC.1.2 CC.1.4 CC.1.5 CC. 2.4
	for Final	Teacher prepared Online activities and presentations on Edmodo	CC.1.2 CC.1.4 CC.1.5 CC. 2.4
	Project: Graphic Design	Teacher prepared Online activities on Edmodo Teacher created web-based projects	CC.1.2 CC.1.4 CC.1.5 CC. 2.4

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General Topic	Academic Standard(s)	Essential Knowledge, Skills & Vocabulary	Resources & Activities	Assessments	Suggested
Graphic Design	3.4.10.B4 3.4.10.D3 15.4.12.G 15.4.12.A CC.1.2 CC.1.4 CC.1.5	Define the field of graphic design and how it functions in modern day society Vocabulary <ul style="list-style-type: none"> ● Images ● Symbols ● Artwork ● Visualization 	Teacher prepared Online activities on Edmodo gcflearnfree.org/Image Editing	Teacher prepared rubrics Series available assessments online. (Optional)	5 days
in Graphic Design	3.4.10.A1 15.4.12.D 15.4.12.E 15.4.12.M 15.2.12.A 15.2.12.B CC.1.2 CC.1.4 CC.1.5	Explore opportunities in the graphic and web design field Vocabulary <ul style="list-style-type: none"> ● Graphic Designer ● Web Design ● Multimedia Artists and Animation 	Teacher prepared Online activities on Edmodo Occupational Outlook Handbook on bls.gov	Teacher prepared rubrics	3 days

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Elements of Design	3.4.10.B4 15.4.12.K CC.1.2 CC.1.4 CC.1.5	Evaluate and inspect Visual tools to create art. Vocabulary <ul style="list-style-type: none"> ● Size ● Color ● Size ● Texture ● Lines ● Points ● Form ● Shape 	Teacher created Resources online and documents artisttookit.com	Teacher prepared rubrics	5 days
Elements of Design	3.4.10.B4 15.4.12.K CC.1.2 CC.1.4 CC.1.5	Understanding and evaluating how to use the Elements of Design to make art. Vocabulary <ul style="list-style-type: none"> ● Pattern ● Contrast ● Emphasis ● Balance ● Proportion/scale ● Harmony ● Rhythm/Movement 	Teacher prepared Online activities on Edmodo Teacher created Resources online and documents	Teacher prepared rubrics	5 days
Online LMS/ File Management	15.3.12.W 15.3.12.S 15.3.12.T 15.3.12.U	Students will use edmodo to view/submit assignments and manage projects for a portfolio	Teacher prepared Online activities on Edmodo Teacher created Resources		5 days

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	<p>CC.1.2 CC.1.4 CC.1.5</p>	<p>Vocabulary</p> <ul style="list-style-type: none"> ● File Explorer ● Finder ● Google Drive ● Download ● attachments 	<p>online and documents</p>		
<p>anding Graphics</p>	<p>3.4.10.A2 3.4.10.B4</p> <p>CC.1.2 CC.1.4 CC.1.5</p>	<p>Understand the building blocks of a digital graphic, file types and basic editing functions.</p> <p>Vocabulary</p> <ul style="list-style-type: none"> ● Graphic ● Image ● Picture ● Pixels ● Pixelation ● Dimensions ● Resolution ● File format ● File size ● .jpeg ● .png ● .gif ● image degradation 	<p>gcflearnfree.org- Image Editing 101</p> <p>Teacher prepared Online activities on Edmodo</p> <p>Teacher created Resources online and documents</p>	<p>Teacher prepared rubrics</p>	<p>2 days</p>

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<p>Photoshop - Photo</p>	<p>3.4.10.B4 3.4.10.A2 15.4.12.A</p> <p>CC.1.2 CC.1.4 CC.1.5 CC. 2.4</p>	<p>Use Photoshop to make selections in images, remove blemishes, change the color of photos, clone/copy and reuse parts of the images convert images to black and white, and crop images nondestructively</p> <p>Vocabulary</p> <ul style="list-style-type: none"> ● Workspace ● Canvas ● Toolbox ● Zoom tool ● Hand tool ● Cropping ● Save and load selections ● Quick Select Tool ● Lasso Tools ● Marquee Tool ● Magic Wand ● feathered edges ● Layers ● Layers Panel ● Opacity ● Layer styles 	<p>Teacher prepared Online activities on Edmodo</p> <p>Teacher created web-based projects</p>	<p>Teacher prepared rubrics</p>	<p>10 days</p>
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<p>Photoshop- Text Effects</p>	<p>3.4.10.B4 3.4.10.A2 15.4.12.A</p> <p>CC.1.2 CC.1.4 CC.1.5 CC. 2.4</p>	<p>Use text to convey different themes, mood and continuity within an image. Enhance text to make your design more appealing to the viewer.</p> <p>Vocabulary</p> <ul style="list-style-type: none"> ● Typography ● Typeface ● Font style ● Serif ● Sans-serif ● Bevel ● Emboss ● Contour ● Drop shadow ● Inner shadow ● Gradient overlay ● Color overlay ● Stroke 	<p>Teacher prepared Online activities on Edmodo</p> <p>Teacher created web-based projects</p>	<p>Teacher prepared rubrics</p>	<p>10 days</p>
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<p>ht Laws</p>	<p>15.4.12.B 3.4.10.B1 15.5.12.K</p> <p>CC.1.2 CC.1.4 CC.1.5</p>	<p>Understanding how manipulating or use images and other online media that isn't your property. This may differ based on different forms ownership.</p> <p>Vocabulary</p> <ul style="list-style-type: none"> ● Fair Use Act ● Copyright ● Trademark ● Creative Commons 	<p>commonsensemedia.org copyright and fair use lessons</p> <p>Teacher prepared Online activities on Edmodo</p>	<p>Teacher prepared Test</p>	<p>5 days</p>
<p>Photoshop- Image recoloring</p>	<p>3.4.10.A2 3.4.10.B4 15.4.12.A</p> <p>CC.1.2 CC.1.4 CC.1.5 CC. 2.4</p>	<p>Hide or highlight portions of the images. improve the contrast, characteristics or color of the images without destroying the original copy.</p> <p>Vocabulary</p> <ul style="list-style-type: none"> ● Masks ● Color Range Command ● Color Balance ● Filters Menu <ul style="list-style-type: none"> ○ Blur 	<p>Teacher prepared Online activities on Edmodo</p> <p>Teacher created web-based projects</p>	<p>Teacher prepared Rubrics</p>	<p>4 days</p>

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		<ul style="list-style-type: none"> ○ Distort ● Adjustment Layers <ul style="list-style-type: none"> ○ levels ○ Curves ○ Exposure ● Smart Filters 			
er Science Week- Hour	3.4.10.A2 15.4.12.H CC.1.2 CC.1.4 CC.1.5 CC. 2.4	<p>Students well participate in hour long projects throughout the week that introduces students to coding, programming and computational thinking skills</p> <p>Vocabulary</p> <ul style="list-style-type: none"> ● Computational thinking ● JavaScript ● Python ● Syntax ● Commands ● Loops ● Functions ● Variables 	Coding projects on code.org and khanacademy.org		5 days
Illustrator	3.4.10.A2 3.4.10.B3 15.4.12.A CC.1.2 CC.1.4 CC.1.5	<p>Create digital print products on a vector based design software. Using this program, they will design slogans, brand logos, and other advertising graphics and</p>	digitalartanddesign.org Teacher prepared Online activities on Edmodo Teacher created web-based projects	Teacher prepared Rubrics	12 days

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	CC. 2.4	information ,while apply this to the creation process. Vocabulary <ul style="list-style-type: none"> ● Selection ● Direct Selection ● Stroke and Fill ● Graphic Manipulation ● Focal Point 			
Top and Illustrator Logos	3.4.10.A2 3.4.10.B3 15.4.12.G 15.4.12.A 15.4.12.K CC.1.2 CC.1.4 CC.1.5 CC. 2.4	Design an effective logo for a business, creating something unique and simplistic. Lastly, compare logos from successful companies. Vocabulary <ul style="list-style-type: none"> ● logo ● brand recognition ● brand loyalty 	digitalartanddesign.org Teacher prepared Online activities on Edmodo Teacher created web-based projects	Teacher prepared rubrics	10 days
Top and Illustrator Posters	3.4.10.A2 3.4.10.B3 15.4.12.A 15.4.12.G	Apply skills in design, theme composition, and layout to create a poster that effectively draws in	digitalartanddesign.org Teacher prepared Online activities on Edmodo	Teacher prepared rubrics	6 days

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	<p>15.4.12.K</p> <p>CC.1.2 CC.1.4 CC.1.5 CC. 2.4</p>	<p>the reader.</p> <p>Vocabulary</p> <ul style="list-style-type: none"> ● Rule of thirds 	<p>Teacher created web-based projects</p>		
<p>Graphic Design and Illustrator Flyers</p>	<p>3.4.10.A2 3.4.10.B3 15.4.12.A 15.4.12.G 15.4.12.K</p> <p>CC.1.2 CC.1.4 CC.1.5 CC. 2.4</p>	<p>Apply skills in design, theme composition, and layout to create a flyer that easy to read and grabs a person's attention</p>	<p>Teacher prepared Online activities on Edmodo</p> <p>Teacher created web-based projects</p>	<p>Teacher prepared rubrics</p>	<p>5 days</p>
<p>Graphic Design Restaurant menu</p>	<p>3.4.10.A2 3.4.10.B3 15.4.12.A 15.4.12.G 15.4.12.K</p> <p>CC.1.2 CC.1.4 CC.1.5 CC. 2.4</p>	<p>Use a publication design software to create templates and final drafts for brochure, insert images and text from other programs.</p> <p>Vocabulary</p> <ul style="list-style-type: none"> ● Wireframe ● rules and guides ● Picas ● Color Swatches ● Bleed and slug area ● Master Pages 	<p>Teacher prepared Online activities on Edmodo</p> <p>Teacher created web-based projects</p>	<p>Teacher prepared rubrics</p>	<p>12 days</p>

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		<ul style="list-style-type: none"> ● Text and image placeholders ● Adobe bridge ● Adobe mini-bridge ● Template 			
InDesign Magazine	3.4.10.A2 3.4.10.B3 15.4.12.A 15.4.12.G 15.4.12.K CC.1.2 CC.1.4 CC.1.5 CC. 2.4	Create a Magazine utilizing Adobe indesign skills. Vocabulary <ul style="list-style-type: none"> ● Theme ● Front Cover ● Back Cover ● Two-page spread ● COB (cut-out background) ● Header and Footer 	Teacher prepared Online activities on Edmodo Teacher created web-based projects		12 days
InDesign Newsletter	3.4.10.A2 3.4.10.B3 15.4.12.A 15.4.12.G 15.4.12.K CC.1.2 CC.1.4 CC.1.5	Design a Newsletter template applying design and layout skills from previous InDesign projects.	Teacher prepared Online activities on Edmodo Teacher created web-based projects		12 days

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	CC. 2.4				
Marketing	3.4.10.A2 3.4.10.B3 15.2.12.O CC.1.2 CC.1.4 CC.1.5	Understanding the audience and how to meet their needs and sell to them as a business. Vocabulary <ul style="list-style-type: none"> ● Target Market ● Market Segmentation ● Marketing Mix ● Demographics 	Teacher prepared Online activities on Edmodo Teacher created web-based projects		9 days
Media Advertising	3.4.10.A2 3.4.10.B3 15.4.12.K CC.1.2 CC.1.4 CC.1.5 CC. 2.4	Explore advertising for TV, radio and online video. Evaluate and create projects using audio and video editing software Vocabulary <ul style="list-style-type: none"> ● Digital advertising 	Teacher prepared Online activities on Edmodo Teacher created web-based projects		9 days

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for Final	3.4.10.A2 3.4.10.B3 15.3.12.E 15.4.12.K CC.1.2 CC.1.4 CC.1.5 CC. 2.4	Students will review advertising products and skills required through project creation in the Adobe Creative Suite	Teacher prepared Online activities and presentations on Edmodo		10 days
ject: ion Design	15.4.12.G 15.3.12.X 3.4.10.A2 3.4.10.C1 CC.1.2 CC.1.4 CC.1.5 CC. 2.4	Create Digital print media for a new business applying skills acquired throughout the school year in the Adobe Creative Suite and Advertising	Teacher prepared Online activities on Edmodo Teacher created web-based projects		21 days

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