Graphic Design Curriculum

WEEKS	UNIT	CONTENT
1	**Icon Design**	• Design a logo for an imaginary company. Freehand drawing.
2-3	**Adobe Illustrator Boot Camp**	• **AI Drills:** Pen Tool, Pathfinder Panel, Layers Panel, Type Tool, Typing on a Path, Brush Tool, Color Panel, Art Boards & MORE
4-5	**Typography I**	• **Understanding Typography:** Serif vs. Sans Serif, Anatomy of Type, Measure, Leading, Kerning, Readability, Legibility • **Project 1:** 100 Fonts • **Project 2:** Hand-drawn Font Design
6-7	**Typography II**	• Practical application of Illustrator tools • Visual puns • Intro to Text & Image and Text as Image • **Project 1:** Trace Font Design

		• **Project 2:** Word Play
8-11	**Composition & Poster Design**	• Color • Elements, Principles & Composition
		• **Homework:** Color scheme analysis & show-and-tell • **Project 1:** Composition Illustrations • **Project 2:** Composition Drill Game • **Project 3:** School Event Poster Composition Contest
12-13	**Logo Design**	• Composition applied to logos
		• **Project 1:** Logo Composition Drill Game • **Project 2:** Logo Design
14-16	**Final Project: Social Commentary Graphic**	• Make a Statement with Design
		• **Final Project:** Social Commentary Poster or T-Shirt graphic; text may contain a max of 5 words unless it is a typographical illustration or a quotation