



# DA3

## Digital Art & Design 3

Fall 2023

Semesters: 1, Credit: 1

### 3A-4A

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Ever-changing technological advancements offer newer and broader opportunities in the creative industry. The Digital Art and Design program prepares students for a multitude of careers in the graphic design field. This program provides instruction in layout, computer design, electronic art, color enhancement, animation, and digital photography. Students use design concepts, principles, and processes that meet client expectations using the Adobe Creative Suite.

Students will have the opportunity to attain OSHA and Adobe Certified Associate certification. Students will compile their works for inclusion in a portfolio, for use in this program of study, the workforce, or postsecondary education.

Career development and employability skills are the foundation of all career and technology education. Coursework will provide a secure foundation for future training in the student's career and will comply with South Carolina competency standards for Digital Art and Design.

Visit [SC Arts, AV Technology, and Communications Standards](#) for more information.

**Digital Art & Design 3** coursework will continue to prepare students for careers in the digital art and design fields. Advanced skills will be applied in various media formats; including print design, website design, 3-D design, digital media, product design, packaging, and company branding. The course includes a focus on job resume application and interview skills. This course will prepare students for the next chapter of their career exploration by examining advanced opportunities for learning through two and four-year degree programs, internships, and apprenticeships, as well as direct-to-work pathways.

Students will be required to earn an ACA (Adobe Certified Associate) certification in Adobe Photoshop, Illustrator, or InDesign.

## Instructional Goals

- Fundamentals of Design
- Graphic Design Software Proficiency
- The Creative Design Process for Print & Web
- The History & Future of Print & Web Design
- Client Relations & Project Workflow
- Design Critiques
- Print Pre-Production & Production Practices
- Photographic Principles & Image Editing
- Professionalism & Presentation
- Laws & Ethics
- Strategies for Marketing Yourself
- Careers in Graphic Design

The preceding information is not a complete index of all concepts and practices covered in Digital Art and Design. Instead, this listing is designed to provide a brief overview of what Digital Art and Design will offer. Students will be engaged with these concepts and learn much more.

## Instructional Resources

There is no official textbook for this course. As the academic term progresses, supplemental written materials may be provided electronically or in print for students to further enhance their understanding of the presented lessons and to prepare for assessments. In cooperation and participation with School District Five of Lexington and Richland Counties' one-to-one educational initiative, prepared materials (with the exception of some assessments) will be made available through various online portals.

## Materials Needed

- Drawing Pencils (pens optional)
- Sketchbook

## Software Used

Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Animate, Dimension, XD, and Acrobat.

## Assessments

As students engage in the coursework, assessments will be utilized to measure accomplishment and to provide avenues for advancement. Assessments may include daily professionalism critique, classroom and lab tests, skills and studio tests, quizzes, exams, projects, and additional measurements. Students must master a concept to the satisfaction of the instructor to proceed to more complex areas of the course. When possible, in-class review sessions and study guides on the assessed materials will be provided.

The successful completion of instructional concepts ensures safety, quality, and creativity. The instructor has a vested interest in every student's success. Parents, guardians, and other designated stakeholders may monitor a student's progress through the School District Five of Lexington and Richland Counties PowerSchool Parent Portal.

## Grading

A student's course grade is calculated by a **total points system** basis on five categories: Tests, Projects, Classwork, Quizzes, and College & Career Readiness. Test grades consist of standard and practical assessments. Letter grades are assigned following the school policy.

## College and Career Readiness

The mission of Career and Technical Education in School District Five is to empower all students with the knowledge and career skills necessary to be successful in a dynamic global society. In accordance with this mission, coursework will include discussion, research and exploration of soft skills and workplace professionalism. A portion of each quarter grade will be based on College and Career readiness.

Topics of evaluation will include:

- Lesson Engagement
- Following Directions
- Appropriate Workplace Conduct
- Housekeeping
- Communication
- Teamwork
- Punctuality
- Appropriate use of technology

## Appropriate Content

Students are encouraged to explore various content areas to create unique and personal graphic designs. However, content must be appropriate to the classroom and workplace. Final discretion and determination of appropriate content is with the instructor and school administration.

## Late Work

**Students are responsible for turning in all assigned work on time.** If work is missed due to an excused absence or approved circumstances, that work may be made up by the student at the discretion of the instructor, in possible consultation with school administration, and in accordance with school and/or district policy. For any unexcused absence, the student is allowed to turn in overdue work for reduced credit. The missed work is due at the next class meeting and will incur a penalty for every class meeting in which the assignment is not turned in.

The student is responsible for contacting the instructor regarding the absence and arranging for make-up work to be provided. Students should contact the instructor prior to a planned absence and arrange for work to be completed in a timely manner so the student does not fall behind.

## Academic Honesty

Students are responsible for turning in all assigned work that is consistently their own. Students may refer to their student agenda for all appropriate policies regarding plagiarism and academic dishonesty. Students participating in academic dishonesty will be directly referred to the school administration.

## Scheduling Make-ups and Extra Assistance

Before or after school at the Center for Advanced Technical Studies by appointment. Any student wishing to come in for academic assistance needs to sign up in advance.

# Classroom and Lab Management

Students should be where they are supposed to be when they are supposed to be there, and doing what they are supposed to be doing.

## Classroom Rules

- Be respectful at all times.
- Enter on time and be seated quietly.
- Raise your hand and be recognized before speaking.
- Follow directions the first time given.

## Disciplinary Consequences

- First offense: Verbal warning
- Second offense: Call to parent
- Third offense: Student/Parent Conference.
- Fourth offense: Referral to the assistant principal

**A severe disruption of the classroom or lab will result in an immediate referral to school administration.**

*This syllabus may be altered, updated, and/or revised without notice at the discretion of the instructor. Changes to the information contained in this document may be communicated in writing through hard copy distribution and/or electronic delivery. The instructor welcomes questions regarding this syllabus and/or the Digital Art & Design program at the Center for Advanced Technical Studies through the contact information listed in this document.*



# Digital Art & Design 3

The Center for Advanced Technical Studies

## Note to Parents

Please feel free to contact me anytime you would like an update on your child's progress. I will do my best to respond quickly to all messages. E-mail is the best way to reach me. I check my e-mail frequently. You can check grades at any time on Powerschool.

## Contact Information and Acceptance

This form must be returned to the instructor on the second day of class for 5 points.

One point will be deducted for each class period that this form is not returned. Please print clearly.

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**Name of Student**

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**Name(s) of Parent/Guardian**

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**Parent/Guardian Home Address**

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**Parent/Guardian Preferred Telephone Number (With Area Code)**

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**Parent/Guardian Email Address**

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**Parent/Guardian Daytime Telephone Number (With Area Code)**

*We have read the syllabus and classroom management plan for the Digital Art and Design program at the Center for Advanced Technical Studies in School District Five of Lexington and Richland Counties. We understand and support the expectations of the instructor and we will support the efforts of the Instructor and the Center to provide a positive learning environment.*

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**Student Signature**

**Date**

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**Parent/Guardian Signature**

**Date**