



# **Graphic Design Technology III - Intermediate Design and Production**

**Course Information**

<b>Grade(s):</b>	10-12
<b>Discipline/Course:</b>	Graphic Design Technology
<b>Course Title:</b>	Graphics Design Technology III - Intermediate Design and Production
<b>Prerequisite(s):</b>	Graphic Design Tech II or Teacher Permission
<b>Course Description:</b> <i>Program of Studies</i>	This course expands on the beginning skills developed in Graphic Design Technology II using vector, raster and publishing software and equipment. At this stage, students will be using advanced path editing tools to create complex shapes; creating and using symbols; using scripts to automate tasks; creating and using filters; creating and using vector animations; and creating vector graphics for different output devices (e.g., print, web, and screen). Students will have the opportunity to dive deeper or “specialize” in specific design, software, or and production processes based on their personal interests and needs and take their learning further. Students also are introduced to video editing software and projects.
<b>Course Essential Questions:</b>	<ul style="list-style-type: none"> <li>● What is the importance of vector-based graphics in creating communications?</li> <li>● What difference does image formatting have on the outcomes of designs?</li> <li>● How does the function and format of a design impact a message?</li> <li>● How do video and print graphic design differ in terms of their purpose, audience, technology, and production process?</li> </ul>
<b>Course Enduring Understandings:</b>	<ul style="list-style-type: none"> <li>● Vector graphics can be used to create effective visual communication for a variety of purposes.</li> <li>● Vector graphics are a powerful tool for creating high-quality, scalable graphics.</li> <li>● Vector graphics software provides a variety of tools and techniques for creating complex shapes and illustrations.</li> <li>● Video is a powerful medium for communication and storytelling.</li> </ul>
<b>Duration/Credit:</b>	1 Year / 1 credit(s)
<b>Course</b>	Adobe Creative Suite and graphics laboratory equipment and supplies

<b>Materials/Resources:</b>	
<b>FPS Course Academic Expectation(s):</b>	UCT: Using Communication (Media) Tools EU: Exploring and Understanding
<b>Year at a Glance (Units)</b>	Unit 1: Intermediate graphic design and production (~ 10 weeks) Unit 2: Animation and Motion graphics introduction (6-7 weeks) Unit 3: Motion graphics introduction (4-6 weeks) Unit 4: Applied graphic design and production (~10 weeks)

<b>Unit Number and Title:</b>	Unit 1: Intermediate applied graphic design and production
<b>Duration:</b>	~ 10 weeks
<b>Resource(s):</b>	Adobe Creative Cloud account
<b>Unit Overview:</b>	The unit will begin with a brief review of principles, applications, and safety considerations from Graphic Design II. Students will learn to use advanced path editing tools to create complex shapes; create and use symbols; use scripts to automate tasks; and create and use filters.
<b>Learning Goals</b>	
<b>Standard(s):</b>	GDT.10 Demonstrate knowledge of concept image creation and manipulation. GDT.11 Demonstrate application of media outputs (file formats/color modes) GDT.12 Demonstrate application of media outputs (project production) GDT.13 Identify and apply the design process. GDT.15 Identify and produce files utilizing different digital formats.
<b>Essential Question(s):</b>	<ul style="list-style-type: none"> <li>• What is the importance of vector-based graphics in creating communications?</li> <li>• What difference does image formatting have on the outcomes of designs?</li> <li>• How does the function and format of a design impact a message?</li> </ul>
<b>Enduring Understanding(s):</b>	<ul style="list-style-type: none"> <li>• Vector graphics can be used to create effective visual communication for a variety of purposes</li> <li>• Vector graphics are a powerful tool for creating high-quality, scalable graphics.</li> <li>• Vector graphics software provides a variety of tools and techniques for creating complex shapes and illustrations.</li> </ul>
<b>Learning Goal(s):</b> <i>Students will be able to use their learning to:</i> (Content/ Skills)	<p><b>Content:</b> (Students will know...)</p> <ul style="list-style-type: none"> <li>• graphic design technology vocabulary relating to vector-based graphics.</li> <li>• importance of vector-based graphics.</li> </ul> <p><b>Skills:</b> (Students will be able to...)</p> <ul style="list-style-type: none"> <li>• produce sketches, rough layouts, and comprehensive layouts using design principles to guide</li> </ul>

the process.

- evaluate designs, and layouts for proper grammar, punctuation, and adherence to specifications.
- design and produce graphic design products incorporating vector graphics.
- apply the elements and principles of design to the design and production of media.
- use advanced path editing tools to create complex shapes; create and use symbols; use scripts to automate tasks; and create and use filters.

<b>Unit Number and Title:</b>	Unit 2: Animation and Motion graphics introduction
<b>Duration:</b>	6-7 Weeks
<b>Resource(s):</b>	Adobe Creative Cloud
<b>Unit Overview:</b>	Introduction to Stop Motion graphics and After Effects production software.
<b>Learning Goals</b>	
<b>Standard(s):</b>	<p>DVP.01 Video Production Skills: Understand video production as a communication tool and the equipment and skills required to properly communicate a message.</p> <p>DVP.03 Pre-Production: Describe the process used for concept development and storyboarding as part of the pre-production process while focusing on the importance of communication, deadlines, and legal considerations.</p> <p>DVP.04 Production: Identify and describe the elements of production to effectively deliver a message.</p> <p>DVP.06 Post-Production: Identify and describe the elements of post-production to effectively deliver a message.</p>
<b>Essential Question(s):</b>	<ul style="list-style-type: none"> <li>• How does the function and format of a design impact a message?</li> <li>• How do video and print graphic design differ in terms of their purpose, audience, technology, and production process?</li> </ul>
<b>Enduring Understanding(s):</b>	<ul style="list-style-type: none"> <li>• Video is a powerful medium for communication and storytelling.</li> </ul>
<b>Learning Goal(s):</b> <i>Students will be able to use their learning to:</i> (Content/ Skills)	<p><b>Content:</b> (Students will know...)</p> <ul style="list-style-type: none"> <li>• graphic design technology vocabulary related to video production.</li> <li>• concept development and treatment process.</li> <li>• motion graphics and animation production processes which, when integrated, create a successful message.</li> </ul> <p><b>Skills:</b> (Students will be able to...)</p>

- create basic sketches to plan the animation.
- apply the elements and principles of design to the design and production of media.
- apply motion graphics and animation production processes to create a message.
- apply import, file, and asset management.

<b>Unit Number and Title:</b>	Unit 3: Video Graphics introduction 4-6 weeks
<b>Duration:</b>	4-6 Weeks
<b>Resource(s):</b>	Adobe Creative Cloud
<b>Unit Overview:</b>	Students will be introduced to video graphics and Adobe Premiere pro. They will learn about the various elements of production and post production, as well as their roles in creating an effective message.
<b>Learning Goals</b>	
<b>Standard(s):</b>	DVP.01 Video Production Skills: Understand video production as a communication tool and the equipment and skills required to properly communicate a message. DVP.03 Pre-Production: Describe the process used for concept development and storyboarding as part of the pre-production process while focusing on the importance of communication, deadlines, and legal considerations. DVP.04 Production: Identify and describe the elements of production to effectively deliver a message. DVP.06 Post-Production: Identify and describe the elements of post-production to effectively deliver a message.
<b>Essential Question(s):</b>	<ul style="list-style-type: none"> <li>• How does the function and format of a design impact a message?</li> <li>• How do video and print graphic design differ in terms of their purpose, audience, technology, and production process?</li> </ul>
<b>Enduring Understanding(s):</b>	<ul style="list-style-type: none"> <li>• Video is a powerful medium for communication and storytelling.</li> </ul>
<b>Learning Goal(s):</b> <i>Students will be able to use their learning to:</i> (Content/ Skills)	<b>Content:</b> (Students will know...) <ul style="list-style-type: none"> <li>• graphic design technology vocabulary related to animation.</li> </ul> <b>Skills:</b> (Students will be able to...)



- apply elements and principles of design to create original works.
- use of animation software and production equipment in the classroom to create original works.

<b>Unit Number and Title:</b>	Unit 4: Applied graphic design and production
<b>Duration:</b>	~ 10 weeks
<b>Resource(s):</b>	Adobe Creative Cloud
<b>Unit Overview:</b>	Students will develop a summative project demonstrating skills related to vector graphics, video graphics, and/or animation. Students will also organize their coursework into a presentation portfolio.
<b>Learning Goals</b>	
<b>Standard(s):</b>	GDT.02 Communicate ideals using industry standard terminology GDT.13.02 Apply the design process to generate graphic works. GDT.15 Identify and produce files utilizing different digital formats.
<b>Essential Question(s):</b>	<ul style="list-style-type: none"> <li>• What is the importance of vector-based graphics in creating communications?</li> <li>• What difference does image formatting have on the outcomes of designs?</li> <li>• How does the function and format of a design impact a message?</li> <li>• How do video and print graphic design differ in terms of their purpose, audience, technology, and production process?</li> </ul>
<b>Enduring Understanding(s):</b>	<ul style="list-style-type: none"> <li>• Vector graphics can be used to create effective visual communication for a variety of purposes.</li> <li>• Vector graphics are a powerful tool for creating high-quality, scalable graphics.</li> <li>• Vector graphics software provides a variety of tools and techniques for creating complex shapes and illustrations.</li> <li>• Video is a powerful medium for communication and storytelling.</li> </ul>
<b>Learning Goal(s):</b> <i>Students will be able to use their learning to:</i> (Content/ Skills)	<p><b>Content:</b> (Students will know...)</p> <ul style="list-style-type: none"> <li>• Intermediate graphic design technology vocabulary</li> <li>• Design process</li> </ul> <p><b>Skills:</b> (Students will be able to...)</p> <ul style="list-style-type: none"> <li>• Produce sketches, rough layouts, and comprehensive layouts using design principles to guide</li> </ul>

the process.

- Evaluate designs, and layouts for proper grammar, punctuation, and adherence to specifications.
- Demonstrate skills related to vector graphics, video graphics, and/or animation in creating an original work.
- Collect, refine, and organize coursework to create a portfolio