



# **Graphic Design Technology IV: Advanced Applied Graphics**

**Course Information**

<b>Grade(s):</b>	11-12
<b>Discipline/Course:</b>	Graphic Design Technology
<b>Course Title:</b>	Graphics Design Technology IV: Advanced Applied Graphics
<b>Prerequisite(s):</b>	Graphic Design Tech III: Intermediate Design and Production (Full Year) <i>or</i> Graphic Design Tech III: Intermediate Design and Production (Semester) with teacher’s permission or Teacher Permission
<b>Course Description:</b> <i>Program of Studies</i>	This course provides students with an advanced understanding of the processes and systems common to careers in graphic design technology. The course is set up as an on-site production facility with students participating in its entire operation. Students will be a part of a team assuming varied responsibilities to gain insight and experience in the graphic design and production setting, with a focus on collaboration. Representative topics include but are not limited to graphic design concepts; art and copy preparation; image generation and editing; desktop and/or internet publishing; on-demand publishing; book and magazine layout; advertising and promotion; printing technology; binding and finishing; and screen printing. Students will predominantly use the Adobe Creative Cloud suite.
<b>Course Essential Questions:</b>	<ul style="list-style-type: none"> <li>● What is the role of the graphic design industry in communication of ideas?</li> <li>● What are the common practices and tools, digital hardware, software, and vocabulary utilized by designers and producers from a variety of disciplines?</li> <li>● How do the elements incorporated in basic graphic designs function together to create effective communication?</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>● What are common practices and considerations working with vector based graphics?</li> <li>● How can video production and animation create realities that inspire, motivate, and evoke human emotion?</li> </ul>
<b>Course Enduring</b>	<ul style="list-style-type: none"> <li>● Understanding the principles of design and user experience is crucial for creating effective and</li> </ul>

<b>Understandings:</b>	<p>engaging visual communication.</p> <ul style="list-style-type: none"> <li>• Effective communication and collaboration are essential to the success of any graphic design technology project.</li> <li>• Video is a powerful medium for communication and storytelling.</li> <li>• Effective video production requires a strong understanding of the principles of visual storytelling, cinematography, and sound design.</li> <li>• Technology is constantly evolving, and graphic designers need to be able to adapt to new technologies and tools.</li> <li>• Adaptability and problem-solving skills are essential for overcoming unexpected challenges.</li> </ul>
<b>Duration/Credit:</b>	Full Year Course/ 1 credit
<b>Course Materials/ Resources:</b>	Adobe Creative Suite and graphics laboratory equipment and supplies
<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: Applied graphic design and production (12 weeks) Unit 2: Applied Video graphic design and production (4-6 weeks) Unit 3: Applied Motion Graphics and Animation (6-7 weeks) Unit 4: Advanced graphic design and production (6-9 weeks)

<b>Unit Number and Title:</b>	Unit 1: Applied graphic design and production
<b>Duration:</b>	12 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 III. With their work group, students will create a project using vector-based graphics. Students will learn common practices and considerations working with vector based graphics and how they are implemented digitally and physically. The unit will also address how designers use compositional strategies like Figure-Ground in the making of images and to organize complex designs’
<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 are the common practices and tools, digital hardware, software, and vocabulary utilized by designers and producers from a variety of disciplines?</li> <li>● How do the elements incorporated in basic graphic designs function together to create effective communication?</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>● What are common practices and considerations working with vector based graphics?</li> </ul>
<b>Enduring Understanding(s):</b>	<ul style="list-style-type: none"> <li>● Understanding the principles of design and user experience is crucial for creating effective and engaging visual communication.</li> <li>● Effective communication and collaboration are essential to the success of any graphic design</li> </ul>

	<p>technology project.</p> <ul style="list-style-type: none"> <li>● Technology is constantly evolving, and graphic designers need to be able to adapt to new technologies and tools.</li> <li>● Adaptability and problem-solving skills are essential for overcoming unexpected challenges.</li> </ul>
<p><b>Learning Goal(s):</b>  <i>Students will be able to use their learning to:</i>          (Content/ Skills)</p>	<p><b>Content:</b> (Students will know...)</p> <ul style="list-style-type: none"> <li>● safety rules for using the resources, processes, concepts, and tools of the graphic communications industry.</li> <li>● graphic design technology vocabulary relating to vector-based graphics.</li> <li>● principles and processes used to prepare artwork for graphic reproduction.</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 the process.</li> <li>● evaluate designs, and layouts for proper grammar, punctuation, and adherence to specifications.</li> <li>● design and produce graphic design products incorporating vector graphics.</li> </ul>

<b>Unit Number and Title:</b>	Unit 2: Applied Video Graphics Design and Production
<b>Duration:</b>	4-6 weeks
<b>Resource(s):</b>	Adobe Creative Cloud
<b>Unit Overview:</b>	Students will explore the role of video production and editing in communicating a message, focusing on production and post-production elements and choices. Students will learn how the video graphics properties of objects can be controlled and customized. Understanding how good audio/video techniques communicate an idea and point of view to an audience will allow students to create inspiring, motivating and evocative messages.
<b>Learning Goals</b>	
<b>Standard(s):</b>	<p>AVC.03 Demonstrate the use of appropriate communication equipment for the delivery of a message.</p> <p>AVC.04 Edit media productions to demonstrate basic skills in operating various elements in a production system.</p> <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 can video production create realities that inspire, motivate, and evoke human emotion?</li> </ul>
<b>Enduring Understanding(s):</b>	<ul style="list-style-type: none"> <li>• Video is a powerful medium for communication and storytelling.</li> <li>• Effective video production requires a strong understanding of the principles of visual storytelling, cinematography, and sound design.</li> </ul>

**Learning Goal(s):**

*Students will be able to use  
their learning to:*  
(Content/ Skills)

**Content:** (Students will know...)

- graphic design technology vocabulary related to video production
- video production processes which, when integrated, create a successful message.

**Skills:** (Students will be able to...)

- apply the five elements of storytelling to plan a story.
- create a storyboard using basic sketches to plan the video
- create graphics, titles and lower thirds appropriate to the project.
- apply import, file, and asset management.
- edit audio for voice-over, sound levels, music, and sound effects with application software.
- edit and finalize images and video for rough cut, transitions, color correction, keying and pacing with nonlinear software.

<b>Unit Number and Title:</b>	Unit 3: Applied Motion Graphics and Animation
<b>Duration:</b>	6-7 weeks
<b>Resource(s):</b>	Adobe Creative Cloud
<b>Unit Overview:</b>	Students will learn animation techniques to create movement and motion in video..
<b>Learning Goals</b>	
<b>Standard(s):</b>	<p>AVC.03 Demonstrate the use of appropriate communication equipment for the delivery of a message.</p> <p>AVC.04 Edit media productions to demonstrate basic skills in operating various elements in a production system.</p> <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 can video production create realities that inspire, motivate, and evoke human emotion?</li> </ul>
<b>Enduring Understanding(s):</b>	<ul style="list-style-type: none"> <li>• Video is a powerful medium for communication and storytelling.</li> <li>• Effective video production requires a strong understanding of the principles of visual storytelling, cinematography, and sound design.</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> <li>• different types of animations that have evolved over time.</li> <li>• 12 principles of animation.</li> </ul>



**Skills:** (Students will be able to...)

- transform 2-D shapes into animations using available software.
- apply animation principles to create motions that realistically convey physical and emotional characteristics of an object or character.

<b>Unit Number and Title:</b>	Unit 4: Advanced graphic design and production
<b>Duration:</b>	6-9 weeks
<b>Resource(s):</b>	Adobe Creative Cloud
<b>Unit Overview:</b>	Students will develop a summative project focusing on advanced graphic design and production skills. Students will also develop a professional portfolio of their work.
<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 are the common practices and tools, digital hardware, software, and vocabulary utilized by designers and producers from a variety of disciplines?</li> <li>• How do the elements incorporated in basic graphic designs function together to create effective communication?</li> </ul>
<b>Enduring Understanding(s):</b>	<ul style="list-style-type: none"> <li>• Understanding the principles of design and user experience is crucial for creating effective and engaging visual communication.</li> <li>• Effective communication and collaboration are essential to the success of any graphic design technology project.</li> <li>• Technology is constantly evolving, and graphic designers need to be able to adapt to new technologies and tools.</li> <li>• Adaptability and problem-solving skills are essential for overcoming unexpected challenges.</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</li> <li>• design process</li> <li>• how to develop a professional portfolio</li> </ul>

**Skills:** (Students will be able to...)

- produce sketches, rough layouts, and comprehensive layouts using design principles to guide the process.
- evaluate designs, and layouts for proper grammar, punctuation, and adherence to specifications.
- design and produce graphic design products
- collect, refine, and organize prior graphic design projects to create a professional portfolio