



Graphic Design Technology III: Intermediate Design and Production

Second Semester

Course Information

Grade(s):	10-12
Discipline/Course:	Technology Education / Graphic Design Technology
Course Title:	Graphic Design Technology III: Intermediate Design and Production, Semester II
Prerequisite(s):	Graphic Design Tech II Introduction to Graphic Design, <i>or</i> Graphic Design Technology III: Intermediate Design and Production, Semester I or Teacher’s Permission
Course Description: <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.
Course Essential Questions:	<ul style="list-style-type: none"> ● How does the function and format of a design impact a message? ● How do video and print graphic design differ in terms of their purpose, audience, technology, and production process? ● What is the importance of vector-based graphics in creating communications? ● What difference does image formatting have on the outcomes of designs?
Course Enduring Understandings:	<ul style="list-style-type: none"> ● Video is a powerful medium for communication and storytelling. ● Vector graphics can be used to create effective visual communication for a variety of purposes. ● Vector graphics are a powerful tool for creating high-quality, scalable graphics. ● Vector graphics software provides a variety of tools and techniques for creating complex shapes and illustrations.
Duration/Credit:	Semester / 0.5 credit

Course Materials/Resources:	Adobe Creative Suite and graphics laboratory equipment and supplies
FPS Course Academic Expectation(s):	UCT: Using Communication (Media) Tools EU: Exploring and Understanding
Semester at a Glance (Units)	Unit 1: Motion Graphics Introduction (10 Weeks) Unit 2: Applied Graphic Design and Production (10 Weeks)

Unit Number and Title:	Unit 1: Video Graphic Introduction
Duration:	10 Weeks
Resource(s):	Adobe Creative Cloud
Unit Overview:	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.
Learning Goals	
Standard(s):	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.
Essential Question(s):	<ul style="list-style-type: none"> • How does the function and format of a design impact a message? • How do video and print graphic design differ in terms of their purpose, audience, technology, and production process?
Enduring Understanding(s):	<ul style="list-style-type: none"> • Video is a powerful medium for communication and storytelling.
Learning Goal(s): <i>Students will be able to use their learning to:</i> (Content/ Skills)	Content: (Students will know...) <ul style="list-style-type: none"> • graphic design technology vocabulary related to motion graphics. Skills: (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.

Unit Number and Title:	Unit 2: Applied Graphic Design and Production
Duration:	10 weeks
Resource(s):	Adobe Creative Cloud
Unit Overview:	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.
Learning Goals	
Standard(s):	GDT.02 Communicate ideas using industry standard terminology GDT.13.02 Apply the design process to generate graphics works. GDT.15 Identify and produce files utilizing different digital formats.
Essential Question(s):	<ul style="list-style-type: none"> • How do video and print graphics design differ in terms of their purpose, audience, technology, and production process? • What is the importance of vector-based graphics in creating communications? • What difference does image formatting have on the outcomes of designs?
Enduring Understanding(s):	<ul style="list-style-type: none"> • Vector graphics can be used to create effective visual communication for a variety of purposes. • Vector graphics are a powerful tool for creating high-quality, scalable graphics. • Vector graphics software provides a variety of tools and techniques for creating complex shapes and illustrations.
Learning Goal(s): <i>Students will be able to use their learning to:</i> (Content/ Skills)	<p>Content: (Students will know...)</p> <ul style="list-style-type: none"> • intermediate graphics design technology vocabulary. • the design process. <p>Skills: (Students will be able to...)</p>

- 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.
- 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.