



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

## **Second Semester**

**Course Information**

<b>Grade(s):</b>	11-12
<b>Discipline/Course:</b>	Technology Education / Graphic Design Technology
<b>Course Title:</b>	Graphic Design Technology IV: Advanced Applied Graphics, Semester II
<b>Prerequisite(s):</b>	Graphic Design Tech III: Intermediate Design and Production (Full Year), <i>or</i> Graphic Design Technology IV: Advanced Applied Graphics, (Semester) with teacher’s permission, <i>or</i> Teacher’s Permission
<b>Course Description:</b> <i>Program of Studies</i>	This second semester 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>● How can video production and animation create realities that inspire, motivate, and evoke human emotion?</li> <li>● What is the role of the graphic design industry in communication of ideas?</li> <li>● How does the function and format of a design impact a message?</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> </ul>
<b>Course Enduring Understandings:</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,</li> </ul>

	<p>cinematography, and sound design.</p> <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>Duration/Credit:</b>	Semester / .5 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>Semester at a Glance (Units)</b>	Unit 1: Applied Motion Graphics and Animation (10 Weeks) Unit 2: Advanced Graphic Design and Production (10 Weeks)

<b>Unit Number and Title:</b>	Unit 1: Applied Motion Graphics and Animation
<b>Duration:</b>	10 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 and animation create realities that inspire, motivate, and evoke human emotion?</li> <li>● What is the role of the graphic design industry in communication of ideas?</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>● 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>

<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>● 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> <p><b>Skills:</b> (Students will be able to...)</p> <ul style="list-style-type: none"><li>● transform 2-D shapes into animations using available software.</li><li>● apply animation principles to create motions that realistically convey physical and emotional characteristics of an object or character.</li></ul>
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<b>Unit Number and Title:</b>	Unit 2: Advanced 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 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> </ul>

- how to develop a professional portfolio.

**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.