

Elizabethtown Area School District
Scope & Sequence - Quick Reference



Department: Art

Course: Graphic Design 2

Grade Level(s): 9-12

<i>Unit Title</i>	<i>General Topic(s)</i>	<i>Pacing</i>
1. Refining Compositions	<ul style="list-style-type: none">● Photoshop review● Elements and principles of art review● Thumbnail sketching● Development of creative ideas, idea generation	1- 2 weeks
2. Digital Artwork	<ul style="list-style-type: none">● Elements and principles of art: form, color, balance, unity, and shape● Assigning meaning to artwork● Compositional practice● Development of personal style and photoshop technique● Tablet usage	1-2 weeks
3. Typography	<ul style="list-style-type: none">● Review of typography● Idea generation● Conveying message, purpose and use of art● Communication and dissemination of information● Calligraphy, zines, type based illustration	1-2 weeks

<p>4. Marketing and Advertising</p>	<ul style="list-style-type: none"> ● Brand identity ● Campaigns and advertising in contemporary contexts ● Elements and principles of art ● Applied design: Products, business cards, campaigns for a cause 	<p>1-2 weeks</p>
<p>5. Satisfying Aesthetic Challenges</p>	<ul style="list-style-type: none"> ● Identifying aesthetic deficits and fulfilling design needs ● Client based exercises 	<p>1-2 weeks</p>
<p>6. Playing Cards</p>	<ul style="list-style-type: none"> ● Applied design for real product application ● Planning and execution of a well-crafted large scale project with specific specs ● Application of aesthetic design with physical product result 	<p>2-3 weeks</p>
<p>7. Web Design</p>	<ul style="list-style-type: none"> ● Basics of web design aesthetics ● Client and Artist experience ● Portfolio development ● Artist Statement development 	<p>2 weeks</p>