

Murrieta Valley Unified School District
High School Course Outline
December 2013

Department: Visual and Performing Arts

Course Title: Graphic Design III (Advanced Graphic Design)

Course Number: 6055

Length of Course: Year

Grade Level: 12 only (no exceptions)

Prerequisite(s):

Completion of Graphic Design I and Graphic Design II and must have teacher approval. Students considering this class should be interested in pursuing a college education and/or a career in Graphic Arts. Students must be self directed and highly motivated.

UC/CSU (A-G) Requirement: Waiting Approval

Brief Course Description: This course uses the prior two years of Graphic Design as a foundation for students to build on. While students are introduced to a variety of new processes and techniques, students' responsibility is to work independently and to focus on creative expression, artistic perception and aesthetic valuing. Strong emphasis will be on further examining typography, design and layout in producing quality, professional print collateral. Students will create a portfolio of artwork that reflects refined craftsmanship, technical skill and personal style for entrance into a college or career in the graphic arts. Students will explore graphic art opportunities outside of school, working with the community or business sector with internship or contract possibilities.

I. Goals:

The student will:

- A. Develop perceptual and analytical skills as they examine their own artwork, student and professional works of art using visual arts and graphics vocabulary through written and oral presentations.
(VPA 1.0, 1.1, 1.2, 1.3)
- B. Compare and contrast various types of graphic arts works created in different periods and media and discuss how the elements of art and principles of design effect visual communication. (VPA 1.4, 1.6)
- C. Analyze the choice of art media in traditional and digital art and discuss how it affects the artist's style or intent in their own artwork as well as professional art.
(VPA 1.8)

- D. Use oral and written communication to participate in class discussions, demonstrations and presentations of their own works, professional art and student work and discuss the many different factors that contributed in the creation and outcome of artworks examined. (VPA 1, 3, 4, 5)
- E. Design school programs, displays, posters and other school related projects for public viewing. (VPA 2.3)
- F. Create works of art that reflects refined craftsmanship, technical skill, creative expression and personal style. (VPA 2.1 2.2, 2.4, 2.6)
- G. Identify graphic designers/typographers and their styles and discuss the diverse social, economic and political developments reflected in the works of art examined. (VPA 3.1, 4.3)
- H. Identify and describe the influence of historical and/or cultural contributions of advertising design and examine how new technology has affected the trends in advertising today. (VPA 3.1, 3.2, 3.3)
- I. Practice critical thinking skills, make aesthetic judgments and apply theoretical perspectives when creating and critiquing artwork. (VPA 4.0, 4.1, 4.2, 4.3, 4.4, 4.5)
- J. Prepare a print and digital portfolio of original works of art for a variety of purposes (e.g., review for postsecondary application, exhibition, job application and personal collection). (VPA 5.3)
- K. Maximize the use of professional computer software required to design a variety of audio, video, electronic, or printed presentations. (CTE A2.2, A2.3)
- L. Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in an advertising career and requirements for education, training, and licensure. (CTE 3.1, 3.2)
- M. Develop a career plan designed specifically for the student which reflects career interests, pathways, and postsecondary options. (CTE 3.3)
- N. Understand past, present, and future trends in advertising and how technological developments and societal trends effects visual communication. (CTE 3.5)
- O. Understand the use of technological resources and digital applications to manipulate and produce visual communication, products and services in the advertising industry. (CTE 4.2, 4.4, 4.5)
- P. Develop a personal commitment to accountability and responsibility and understand the importance it has in fulfilling personal, community, and workplace roles. (CTE 7.2, 7.7)
- Q. Adapt to varied roles and responsibilities and understand how flexibility influences business relationships. (CTE 7.3, 7.6)

- R. Understand the ways in which pre-professional associations and competitive career development activities enhance academic skills, promote career choices, and contribute to employability. (CTE 9.2)

II. Outline of Content for Major Areas of Study

Semester I and II

A. Introduction

1. Course Overview: Course Expectations, requirements, classroom procedures
2. Care and Safe Use of Equipment: Computer hardware and software
3. Development of portfolio and personal notebook
4. Grading Criteria and Project Rubrics
5. State and National VPA Frameworks/Standards; CTE Standards
6. Philosophy of art
7. Life applications of course: personal and professional

B. Development and Advancement

1. Software/Technology
 - a. Print Design
 - b. Motion Graphics
 - c. Animation
 - d. Audio/Sound Editing
 - e. Web Design
2. Terminology and Vocabulary
 - a. Digital
 - b. Graphics
 - c. Print
 - d. Advertising
3. Typography
 - a. Typographers
 - b. Font/Typestyle Categories
 - c. Text Alignment and Text Wraps
 - d. Type Manipulation
 - e. Emphasis and Hierarchy
 - f. Proximity and Spacing
4. Concept Development
 - a. Brainstorm and Research
 - b. Thumbnail Sketches and Roughs
 - c. Mockups and Comprehensives
 - d. Storyboards/Flowcharts/Paper Design
 - e. Production
 - f. Proofreading/spell check
 - g. Prototype and User Testing
 - h. Project Completion

5. Composition and Layout
 - a. Basic Rules and Compositional Guidelines
 - b. Page Layout and Organization
 - c. Thumbnail Sketches
 - d. Graphic Design Elements
 - e. Elements and Principles of Art
 - f. Emphasis and Hierarchy
 - g. Proximity and Spacing
 - h. Color & Image Association
6. Color Theory & Association
 - a. Fine Art
 - b. Digital/Web Art
 - c. Print Design
7. Drawing/Illustration Techniques and Styles
 - a. Children's Books
 - b. Film & Event Posters
 - c. Editorial
 - d. Fashion
 - e. Commercial
 - f. Decorative
 - g. Cover Illustration
 - h. Cartoon, Comic, Caricature
8. Media and Visual Communication
 - a. Newspaper and Publishing
 - b. Print Advertising
 - c. Corporate Identity
 - d. Motion Graphics
 - e. Web Graphics
 - f. Mobile Device/Smart Technology Graphics
9. Critical Thinking and Creative Problem Solving
 - a. Research, Investigate and Discuss
 - b. Describe, Analyze, Interpret and Judge
 - c. Compare and Contrast
 - d. Express, Communicate and Convey
 - e. Prepare, Create and Construct
 - f. Demonstrate and Present
 - g. Critiques and Evaluations
10. Personal Exploration
 - a. Research various job opportunities in the visual and graphic arts field
 - b. Research college offerings in graphic art courses, programs and certificates
 - c. Research influential artists, their styles and contributions
 - d. Explore historical and cultural context, their attributes and influences
 - e. Explore Art Movements and Era's

- f. Compare and contrast digital illustrations with traditional illustrations
- g. Explore motion graphics and mobile device graphics
- i. Work, freelance or intern as a graphic artist for a company of choice
- j. Explore various tutorials for techniques and style
- k. Visit graphic art facilities (printers, ad agencies, publishers, corporate firms)

11. Portfolio Development

- a. Resume
- b. Sketchbook and/or Notebook
- c. Self Promotional Piece
- d. Print and Multi-media Projects
- e. Illustration, Photo Manipulation, Color and Design
- f. Refined Craftsmanship and Technical Skill
- g. Artwork Selection
- h. Digital and/or Print Portfolio
- i. Presentation Skills

III. Accountability Determinants

A. Key Assignments

- 1. Digital & Print Portfolio
 - a. Print Campaigns
 - b. Illustration
 - c. Web Design
 - d. Mobile Device Graphics
 - e. Motion Graphics
 - f. Animation
- 2. Promotional Collateral
 - a. School Related Projects
 - b. Cooperative Projects
 - c. Community Projects
 - d. Corporate/Business Projects
- 3. Other
 - a. Art and Graphics Related Contests & Exhibits
 - b. Resume
 - c. Written Research/Reflective Papers
 - d. Discussions, Demonstrations and Presentations

B. Assessment Methods

- 1. Sketchbook and/or Notebook
- 2. Oral and Written Critiques
- 3. Teacher Evaluation of Projects
- 4. Self Evaluation of Projects
- 5. Peer Assessment of Projects
- 6. Client/Internship Assessment

7. Technical Exercises/Tutorials
8. Written Quizzes and Tests
9. Written Research/Reflective Project
10. Internet Search Assignments
11. Homework
12. Participation, work habits and problem-solving methods
13. Public Display of artwork

IV. Instructional Materials and Methodologies

- A. Required Text
None

- B. Supplementary Materials
1. Various Graphic Arts Books
 2. Library Resources
 3. Graphics Magazines and Publications
 4. Computer Software Books
 5. Internet

- C. Instructional Methodologies
1. Instructional Presentations: Video's, Transparencies and Slides
 2. Demonstrations and Tutorials
 3. Visual Arts Prints and Printed Collateral Examples
 4. Student Generated Examples
 5. Class Discussions and Cooperative Learning
 6. Critiques
 7. Internet
 8. Guest Speakers