

Graphic Design I Syllabus

Course Description/Goals:

Students learn the basics of Adobe Illustrator and Photoshop working independently and in groups on several projects that teach the principles of design, advertising and marketing. Students learn about color, composition, drawing, texture, photo editing and typography.

Course TEKS/Objectives:

The Arts, Audio Visual Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

<https://tea.texas.gov/about-tea/laws-and-rules/sboe-rules-tac/sboe-tac-currently-in-effect/ch127e.pdf-0>

Course Outline:

Semester 1	Semester 2
<ul style="list-style-type: none">● Basics of photo editing software (Illustrator)● History of design● Composition basics● Design basics● Typography basics	<ul style="list-style-type: none">● Cont. basics of photo editing software (Photoshop)● Brochure designing● Game character designing● Poster designing● Comparisons of popular styles and redesigns● Intro to motion graphics