

Graphic Design and Illustration 1

Midland Senior High School | Academic Year: 2025–2026 | Length of Course: 1 Year
Semester: [S1 & S2] Number of Credit Hours [1] Prerequisite: [Graphic Design and Illustration 1]

Instructor: Brian Cameron • Email: Brian.Cameron@midlandisd.net • Conference Period: [1:30-2:20 PM]

Course Description

Within this context, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced understanding of the industry with a focus on mastery of content knowledge and skills. Districts are encouraged to offer this lab in a consecutive block with Graphic Design and Illustration II to allow students sufficient time to master the content of both courses.

Course Objectives

By the end of this course, students will be able to:

Objective 1	Advanced Technical Skills
Objective 2	Industry Standards & Professional Practice
Objective 3	Creative Problem-Solving & Project Management
Objective 4	Creative Problem-Solving & Real-World Projects
Objective 5	Career Preparation & Portfolio Development

Instructional Materials & Supplies

- Platform ICEV, GMetrix, Certiport, Adobe Photoshop, Adobe Illustrator
- Adobe Photoshop Classroom In a Book 2024
- Google Classroom

Course Outline

UNIT	TOPIC	APPROXIMATE TIME
Unit 1	Advanced Technical Skills & Software Mastery	Weeks 1-6
Unit 2	Industry Standards, File Prep, & Professional Practice	Weeks 7-9
Unit 3	Branding & Marketing Design	Weeks 10-15
Unit 4	Creative Problem-Solving & Real-World Projects	2nd Semester 1-7
Unit 5	Career Preparation & Portfolio Development/IBC Certification Test	2nd Semester 8-15

Grading Breakdown

Major assignments are those that allow you to demonstrate mastery of the course objectives. Minor assignments include skill checks, quizzes, homework, and other short assessments that contribute to your overall understanding of the course material.

Category	Percentage
Major Assignments (Tests, Projects)	60%
Minor Assignments (Quizzes / Skills Checks)	40%
Semester Exam / Project	15%

Grade Scale: A = 90–100 | B = 80–89 | C = 70–79 | F = < 70

Semester grades include a grade for each of the three six-week periods and an exam or project that is weighted 15% of the overall semester grade.

Classroom Expectations

- Be on time, prepared, and respectful
 - Follow safety protocols (PPE, tools, etc.)
 - Use tech when instructed
 - Ask questions and engage actively
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Attendance & Participation

Attendance is mandatory. You must:

- Attend scheduled classes and labs
 - Make up missed work with 1 school day allowed for each excused absence
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Late Work & Make-Up Policy

- Students are allowed one day of make-up time for each day of absence
- Late assignment penalties:
 - 1 School Day Late- Maximum Grade of 90
 - 2 School Days Late- Maximum grade of 80
 - 3-5 School Days Late- Maximum grade of 70

- Missed assessments must be rescheduled
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Academic Integrity

Cheating or plagiarism is not tolerated. First offense may result in a zero and parent contact. Further violations follow district policy.

Industry-Based Certifications

This course aligns with—and prepares students for—the following credentials:

- **Adobe Certified Professional in Graphic Design and Illustration Using Adobe Photoshop**
 - Offered: 2/ March 16,2025 - May 18, 2025
 - Required/Optional: Required
 - Cost: No charge to student
 - Preparation: in-class instruction, online guides, GMetrix

Earning credentials enhances employability and may qualify for dual credit or advanced placement.

Career & Technical Student Organization (CTSO) Involvement

Students are encouraged to participate in:

- **[TAFE/SkillsUSA]** – [e.g., SkillsUSA, HOSA, FFA, BPA, etc.]
 - *Optional*

Safety & Equipment Use

- Always follow safety instructions and take care of school equipment
 - Report damaged tools/equipment immediately
 - Violation of safety protocols may result in removal from lab and disciplinary action
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Parent/Guardian Communication

- Progress reports sent every 3 weeks if grade is below 70.
 - Grades available in Skyward
 - Please email or call with questions or concerns
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Acknowledgment of Understanding

Please return this signed page by [Date].

Student Name: _____ **Signature:** _____

Guardian Name: _____ **Signature:** _____

Preferred Contact (Email/Phone): _____

Please see Midlandisd.net/CTE for more information regarding the CTE Statement of Non-Discrimination.