

Graphic Design I

YEAR AT A GLANCE

Course Description/Goals:

Students learn the basics of 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, 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.

Course Outline:

<u>Semester 1</u>	<u>Semester 2</u>
<ul style="list-style-type: none">● History of Design● Composition Basics● Design Principles● Typography Basics● Color Theory● Understanding Audience and Digital Communication Strategies● Basics of Photo Editing (Canva and Illustrator)	<ul style="list-style-type: none">● Basics of Photo Editing (Illustrator/Photoshop)● Design Projects● Comparison of popular styles and redesigns● Intro to motion graphics