

Wallenpaupack Area School District Planned Course Curriculum Guide

Fine Arts

Graphic Design I

Course Description: Graphic Design is a class that teaches art and technology. Students will use design as a creative and exciting process of communication. Students will also explore various methods used to create and combine words, symbols, images and color to produce a visual representation of ideas and messages. Students will use the basic elements and principles of art and learn how to use the computer programs Adobe Photoshop and Adobe InDesign.

Initial Creation Date (if applicable) and Revision Dates: 9/24/2025

Wallenpaupack Area School District Curriculum	
COURSE: Graphic Design I	GRADE/S: 9-12
UNIT 1: Adobe Photoshop	TIMEFRAME: 30 classes

PA COMMON CORE/NATIONAL STANDARDS:
 9.1.12 Know and use the elements and principles of each art form to create works in the arts and humanities. Visual Arts: • color • form/shape • line • space • texture • value

UNIT OBJECTIVES (SWBATS):
 Students will explore Adobe Photoshop uses and applications using various techniques and be able to apply them independently.

INSTRUCTIONAL STRATEGIES/ACTIVITIES: Students will develop an understanding of the industry standard bitmap image editor Adobe Photoshop. Students will use various tools, pull-down menus, palettes and properties to execute projects based on the elements and principles of art and design. A special focus on color theory and resolution will be added while using this software.
NOTE: Students will use Creative Commons licensing when research and using any second party digital resources (usage rights granted through Creative Commons provides usage permissions). Students will/may use original content accordingly.

Activities/projects (4-5 days per, estimated) may include, but aren't limited to:
Mandala (selection tools, layers, transform controls – rotate, flip, etc.)
Color wheel (selection tools, transform controls, layers, color theory, palettes)
Pattern (selection tools, transform controls, layers, color theory, palettes, advanced color theory)
Boxes/Truck (Edit-transform, distort, perspective, scale, rotate)
Powerlines (Brush tools, selection tools, transform controls, layers, palettes)
Civil war photograph (Research, Clone stamp, Brush tools, selection tools, transform controls, layers, color theory, palettes)
Magazine cover model retouching (Research, Clone stamp, selection tools, transform controls, layers, color theory, palettes)
Album Cover (Research, selection tools, transform controls, layers, color theory, palettes)

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):
 Completion of class projects using the following rubric: Unit Objective (25%), Craftsmanship/execution (25%), Creativity (25%), Professionalism (25%)

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):
 Our commitment to each student is to ensure a free and appropriate public school education which begins with the general education setting, with the use of supplemental aids and services. Inclusive education describes the successful education of all students with the appropriate supports and services to participate in and benefit from the general classroom setting and other educational environments.

Small Group
 paraprofessional support
 Accommodations outlined in individual IEP, GIEP.

RESOURCES (Technology Based Resources, Text Resources, etc.): Computer lab with system resources sufficient to run the Adobe Creative Suite – including graphics processors, RAM, and additional technology. Projection display for direct instruction.
Teacher prepared lecture materials, examples (student, teacher and professional)

KEY VOCABULARY: Color, value, Pixel, Raster Graphics, Layer, Resolution (DPI) (PPI), RGB, CMYK, Tools and Processes, AI, Alpha Sets, Embellishments, Masks, Art Concepts and Rights, Fair Use, Copyright, Digital Law, Piracy, Attribution.

Wallenpaupack Area School District Curriculum

COURSE: Graphic Design I

GRADE/S: 9-12

UNIT 2: Adobe Illustrator

TIMEFRAME: 30 classes

PA COMMON CORE/NATIONAL STANDARDS:

9.1.12 Know and use the elements and principles of each art form to create works in the arts and humanities. Visual Arts: • color • form/shape • line • space • texture • value

UNIT OBJECTIVES (SWBATS):

Students will explore Adobe Illustrator uses and applications using various techniques and be able to apply them independently.

INSTRUCTIONAL STRATEGIES/ACTIVITIES: Students will develop an understanding of the industry standard Vector image editor Adobe Illustrator. Students will use various tools, pull-down menus, palettes and properties to execute projects based on the elements and principles of art and design. A special focus on paths, tool paths and vector drawing skills will be added while using this software.

NOTE: Students will use Creative Commons licensing when research and using any second party digital resources (usage rights granted through Creative Commons provides usage permissions). Students will/may use original content accordingly.

Activities/projects (5-6 days per, estimated) may include, but aren't limited to:

Symmetry (Shape tools, Color Palettes, transform controls – rotate, flip, etc.)

Panda/Penguin (Shape tools, Pen/drawing tools, Object arrange menu,

Character Madness (Type tools, character palettes, type to outlines, compound paths)

Typeface design (Type tools, character palettes, type to outlines, compound paths, Paragraph palettes)

Typographical Logo Design (Type tools, character palettes, type to outlines, compound paths research, shape tools, pen tools, object arrange, layers, color theory)

Logo Design (Type tools, character palettes, type to outlines, compound paths, Paragraph palettes, advanced color theory, research)

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

Completion of class projects using the following rubric: Unit Objective (25%), Craftsmanship/execution (25%), Creativity (25%), Professionalism (25%)

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

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RESOURCES (Technology Based Resources, Text Resources, etc.): Computer lab with system resources sufficient to run the Adobe Creative Suite – including graphics processors, RAM, and additional technology. Projection display for direct instruction.
Teacher prepared lecture materials, examples (student, teacher and professional)

KEY VOCABULARY: Vector Art, Raster Art (or Bitmap), Resolution Independence, Scalability, Points, Lines, Curves, Shapes/Polygons, Cartesian Plane, Processes, Tracing, Abstraction, CMYK, Tools and Processes, AI, Alpha Sets, Embellishments, Masks, Art Concepts and Rights, Fair Use, Copyright, Digital Law, Piracy, Attribution.

Wallenpaupack Area School District Curriculum

COURSE: Graphic Design I

GRADE/S: 9-12

UNIT 3: Adobe InDesign

TIMEFRAME: 30 classes

PA COMMON CORE/NATIONAL STANDARDS:

9.1.12 Know and use the elements and principles of each art form to create works in the arts and humanities. Visual Arts: • color • form/shape • line • space • texture • value

UNIT OBJECTIVES (SWBATS):

Students will explore Adobe InDesign uses and applications using various techniques and be able to apply them independently.

INSTRUCTIONAL STRATEGIES/ACTIVITIES: Students will develop an understanding of the industry standard Page Layout application Adobe InDesign. Students will use various tools, pull-down menus, palettes and properties to execute projects based on the elements and principles of art and design. A special focus on output, document management and Final Portfolio will be added while using this software.

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Activities/projects (5-6 days per, estimated) may include, but aren't limited to:

Business Card (Text frames, Type frames, document size libraries, presets, links, place, scale rotate)

Typographic Design/Designer brochure (Text frames, Type frames, document size libraries, presets, links, place, scale rotate, Columns, Gutters, Tabs, Color theory)

Concert/Festival Poster (Text frames, Type frames, document size libraries, presets, links, place, scale rotate, Columns, Gutters, Tabs, Color theory, Image Research)

Editorial Design (Text frames, Type frames, document size libraries, presets, links, place, scale rotate, Columns, Gutters, Tabs, Advanced Color theory, Multi-column layout, multi-page layout)

Career Research (Poster, brochure or presentation)

Final Portfolio to include all projects from the course.

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

Completion of class projects using the following rubric: Unit Objective (25%), Craftsmanship/execution (25%), Creativity (25%), Professionalism (25%)

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

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Teacher prepared lecture materials, examples (student, teacher and professional)

KEY VOCABULARY: Color, value, Pixel, Raster Graphics, Layer, Resolution (DPI) (PPI), RGB, CMYK, Tools and Processes, AI, Alpha Sets, Embellishments, Masks, Art Concepts and Rights, Fair Use, Copyright, Digital Law, Piracy, Attribution. Grid, Columns, Gutter, Margin, Bleed, Positive/Negative Space, Body Copy, Headline, Subhead, Byline, Callout, Cross Head, Visual Hierarchy, Focal Point (Center of Visual Interest - CVI), Alignment, Balance.