

Wallenpaupack Area School District Planned Course Curriculum Guide

Fine Arts

Graphic Design II

Course Description: This course is a continuation of art and technology working together to communicate ideas. Students will learn intermediate techniques for designing and creating effective promotional pieces, publications and digital art. Students will use creative thinking to solve communication and design concepts for the real world. Students will improve their skills and learn intermediate techniques in Adobe Photoshop and InDesign.

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

Wallenpaupack Area School District Curriculum	
COURSE: Graphic Design II	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 (5-8 days per, estimated) may include, but aren't limited to:
Website graphics – Comp layout of professional website with headers, menus, graphics and functionality (selection tools, layers, transform controls – rotate, flip, etc.)
Newspaper/Digital advertisement - (selection tools, transform controls, layers, color theory, palettes)
Orton Effect – retouch images for commercial use.
Halftone/Cut and Paste poster – Research and report on pre-digital methods of graphic design
Package Design Images – collect and layout all sides of a custom package. (See Illustrator project “Die Line”)
Branding Package Design – Rasterized images for Branding (web and on-device output)

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: Printing, printmaking, Letterpress, Collage, Ink, Presses, Matrices, Print Design, Posters, book covers, magazine layouts, advertisements Packaging Design, Branding, Art and Illustration

Wallenpaupack Area School District Curriculum

COURSE: Graphic Design II

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 (8-10 days per, estimated) may include, but aren't limited to:

Package Design Die Design
Branding Package/Presentation
Digital Illustration

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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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: 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 II	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.

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 (8-10 days per, estimated) may include, but aren't limited to:

Package Design Production
Package Design Construction
Branding Package (Logo, Business card, Letterhead, Envelope, Digital Signature, Web Graphics, Web advertisement.)

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):

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. 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.