

Wallenpaupack Area School District Planned Course Curriculum Guide

Fine Arts

Graphic Design III

Course Description: This course covers advanced study in design and production techniques and processes, including use of full color for publication design, advertising campaigns, promotional items and digital art. All projects are designed to provide practical experience in the design processes in communication, and creative problem solving. This course will provide opportunities for students to work with clients on actual projects in a professional environment. Advance design with Adobe Photoshop, Adobe InDesign and Adobe Illustrator software in the computer will be a primary focus in this class.

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

Wallenpaupack Area School District Curriculum	
COURSE: Graphic Design III	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 (8-10 days per, estimated) may include, but aren't limited to:
 Image preparation and manipulation for Social Media Management
 RGB and CMYK Channel manipulation for on device print purposes
 Playing Card (suit) image prep
 Personal Branding Package
 User Experience (UX) User Interface (UI) design project

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 III

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:

Tool Path Design – Logo
Playing Card (Back) Image Prep
Die for playing card (suit)
User Experience (UX) User Interface (UI) design project
Infographic Design and prep
Personal Branding Package

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.

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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 III

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:

Social Media Campaign Layouts
Playing Card Production- prepress
User Experience (UX) User Interface (UI) design project
Cut Vinyl decal layout

Infographic production
Offset Printing research project
Flexigraphic Printing research project
Personal Branding Package

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.

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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.