

## **Visual Communications II COURSE OF STUDY**

### **COURSE DESCRIPTION:**

Visual Communications II incorporates advance graphic design techniques and the production capabilities of Desktop Publishing. This course will reinforce the full range of design and production methods from publication layout to computer generated prepress files. A variety of publication problems will be offered to challenge the student's understanding of digital design and production. Final Cut and the Adobe Creative Suite will be the primary design and production tools.

#### *Problem Solving Using Technology*

Students will continue to demonstrate the ability to solve problems with technology using a systematic approach, higher order-thinking skills, individual and collaborative ingenuity, and a variety of resources including information, tools and materials.

#### *Use of Technology Resources*

Students will continue to demonstrate in an explorative, safe, effective and creative use of technology resources-- including tools, machines and materials--in performing technological processes.

#### *Career Information*

Students will apply the knowledge of and perform tasks representative of technology - based careers, including art director, graphic designer, illustrator and digital artist.

### **Visual Communications II Competencies:** (Advance level of each competency)

**I. Measurement Systems.** Students will use the measuring methods used in the graphic arts and printing industries.

- a. Picas, Points and agates review
- b. Halftones measurements review
- c. Scaling
- d. Aspect ratios
- e. Pagination and in-position

**II. Graphic Design.** Using graphic design principles the students will produce a variety of well designed work. The students will do advance work with images, headlines, text and graphs in single and multi-page publications as well as three dimensional layouts.

- a. Advance problem solving methods
- b. Corporate and Commercial graphics
- c. Advance use of layout design software
- d. Advance layout methods
- e. Design a twenty four page annual report
- f. Design a self promotional brochure
- g. Design restaurant menu and corporate package

**III. Illustration.** Students will learn the use of illustrations in design work and how to select the most effective style. Students plan and work up rough concept drawing before executing the final work.

- a. Advance use of vector based illustration program
- b. Package design
- c. Digital illustration
- d. Illustrated instruction booklet
- e. Write and illustrate a sixteen page children's book

**IV. Typography.** Typography is an essential component of any design project. Students will explore creative ways to use typography in their design work.

- a. Typographical poster design
- b. Signage
- c. Font design

**V. Digital Imaging.** Students will learn how to plan and execute more advanced digital work. Students will explore creative ways to use the digital imaging software.

- a. Work in grey scale or sepia tone modes.
- b. Product and portrait photography techniques.
- c. How to create special effects images.
- d. How to set up a digital portfolio.
- e. Advance use of digital imaging software

**VI. Production.** Students will learn the production process to reproduce a graphics file into a publication. Students will be spec out a project and analyze any difficulties.

- a. Troubleshooting prepress files
- b. Printer's instructions
- c. Interpreting printer's marks
- d. Evaluating proofs and print work
- e. Troubleshooting press operations

**VII. Safety and First Aid.** Students will work with a Health professional or health career students to recognize and render assistance in a health related emergency.

- a. Safety inspection of lab and materials for health issues.
- b. Emergency First Aid review

**VIII. Job Application and interpersonal skills.** Students will learn employment and admissions interview techniques. Students will learn skills necessary to enter the field and to maintain employment.

- a. Update portfolio
- b. Update resume'
- c. Employment and admissions form preparation review.
- a. Role play interview

**End of Course Assessment**

- Teacher designed end-of-program assessment and portfolio review.