Advanced Graphic Design GT

Essential Curriculum

COURSE DESCRIPTION:

Advanced Graphic Design incorporates advanced 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.

Advanced Graphic Design Competencies: (Advanced 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 advanced work with images, headlines, text and graphs in single and multi-page publications as well as three dimensional layouts.
      a. Advanced problem solving methods
      b. Corporate and commercial graphics
      c. Advanced use of layout design software
      d. Advanced 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 drawings before executing the final work.

      a. Advanced 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. Create special effects images
      d. Set up a digital portfolio
      e. Advanced 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 student 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 resumè
      c. Employment and admissions form preparation review
      d. Role play interview

End of Course Assessment
Teacher designed end-of-program assessment and portfolio review