

Course Description:

Welcome to Graphic & Web Design! This course is an introduction to how, through design, we are able to communicate visually with one another. Each unit will cover topics such as the principles and elements of design or printing and publishing projects. By understanding the foundation of visual communication through design, this course will be a great introduction to a career path that could potentially do for you!

Course Objectives:

Unit 1

- Identify the role of the media in graphic and web design by exploring the history and evolution of media and media technology.
- Explain the functionality of the internet, intranet, and extranet by describing how each are used in a media environment.
- Distinguish between the elements and principles of design by identifying them in an image or layout.
- Determine the difference between art and design by identifying the purpose of the work.
- Describe colors in greater depth by identifying hue, tint, value, shade, color schemes, and color models.
- Start building a portfolio by designing graphics in a personal journal.
- Interpret various typefaces by identifying their basic typography characteristics.

Lesson 1

- Connect the role of media to graphic and web design by identifying the history and evolution of media and emerging technology.
- Build a portfolio by designing graphics in their personal journal.

Lesson 2

- Determine the difference between art and design by recalling the definitions of art and design.
- Identify the uses of the internet, intranet, and extranet by determining how each is used in a media environment.
- Describe types of typography by identifying their basic structure.
- Interpret various typefaces by identifying their basic characteristics.
- Explain the functionality of the internet, intranet, and extranet by describing how each is used in a media environment.

Lesson 3

- Name the basic principles of graphic design by identifying them in an image or layout.
- Distinguish between the elements and principles of design by identifying them in an image or layout.

Lesson 4

- Name the basic elements of graphic design by identifying them in an image or layout.
- Identify web layouts and navigation menus by exploring popular web building websites.
- Distinguish between the elements and principles of design by identifying them in an image or layout.

Lesson 5

- Identify color patterns by defining additive and subtractive colors.
- Describe colors in depth by identifying hue, tint, value, and shade.
- Recognize a color scheme by determining the importance of the colors selected.

Unit 2

- Describe how to manage files by applying naming conventions, file organization, and file transfer methods.
- Explain the pros and cons of keyboard shortcuts by identifying essential keyboard commands and describing their functions.
- Distinguish between various software programs by describing when to use them in a given design project.
- Identify the difference between digital and printed color by comparing and contrasting color models.
- Differentiate between raster and vector images by identifying their attributes and uses.
- Plan a photoshoot and describe how to capture, import, and transfer images by identifying the proper photography equipment.
- Describe how to protect design equipment by identifying physical and digital risks and ways to prevent them.
- Describe the ethics of design by identifying accessibility requirements and the importance of diversity.

Lesson 6

- Describe how to manage files by applying naming conventions, file organization, and file transfer methods.
- Explain the pros and cons of keyboard shortcuts by identifying essential keyboard commands through a description of their functions.

Lesson 7

- Identify the difference between digital and printed color by comparing and contrasting color models.

Lesson 8

- Distinguish between various software programs by describing when to use them in a given design project. Differentiate between raster and vector images by identifying their attributes and uses.

Lesson 9

- Plan a photoshoot and describe how to capture, import, and transfer images by identifying the proper photography equipment.

Lesson 10

- Describe how to protect design equipment by identifying physical and digital risks and ways to prevent them.
- Describe the ethics of design by identifying accessibility requirements and the importance of diversity.

Unit 3

- Describe how design teams complete their projects by identifying the roles in a design team and the steps in the creative process.
- Identify the appropriate medium for a design project by identifying the purpose, content, and audience.
- Create legal and well-founded design projects by identifying the importance of research, trustworthy sources, respecting intellectual property laws, and proofreading.
- Describe how to present and archive a finished project by identifying the proper file formats.

Lesson 11

- Describe how design teams complete their projects by identifying the roles in a design team and the steps in the creative process.

Lesson 12

- Create well-founded design projects by identifying the importance of research and trustworthy sources.

Lesson 13

- Create legal design projects by recognizing choices that would break intellectual property laws or be considered plagiarism.
- Distinguish between plagiarism and copyright infringement by describing the consequences of each and identifying examples.

Lesson 14

- Describe how design teams communicate with their clients by identifying the function of job proposals, estimates, and timelines.
- Identify the appropriate medium for a design project by identifying the purpose, content, and audience.

Lesson 15

- Describe how to present and archive a finished project by identifying the proper file formats.

Unit 4

- Prepare a project for print by describing how to pick between printing methods, paper options, finishing techniques.
- Describe how to prepare a file for printing by identifying the purpose of preflighting, bleed lines, and crop lines.
- Describe how to design for the web by identifying the available publishing programs, comparing different output devices, and recognizing the importance of responsive design.
- Create design content to post on an active website by applying the principles and elements of design to layout programs.

Lesson 16

- Describe how to pick between paper options by identifying their pros and cons.
- Describe how to prepare a file for printing by identifying the purpose of preflighting, bleed lines, and crop lines.

Lesson 17

- Describe how to pick between printing methods by identifying their pros and cons.

Lesson 18

- Format a page for print by considering page size, orientation, margin, and bleed.
- Put together a complex project by describing binding, finishing, and folding options.

Lesson 19

- Prepare a project for print by describing how to pick between printing methods, paper options, and finishing techniques.

Lesson 20

- Describe how to design for the web by identifying the available publishing programs, comparing different output devices, and recognizing the importance of responsive design.
- Create design content to post on an active website by applying the principles and elements of design to layout programs.

Unit 5

- Describe how to create a professional impression by identifying professional language, dress, etiquette, and portfolio presentation, as well as the importance of editing. Describe the field of graphic design by identifying the job opportunities, key skills, common roles, and average salary.

- Compare work in graphic design to web design by describing the similarities and differences in opportunities, key skills, common roles, and average salary. Identify careers related to graphic design by identifying similar job requirements, growing industries, and opportunities for further education.

Lesson 21

- Describe how to create a professional impression by identifying professional language, dress, etiquette, and portfolio presentation.
- Present a client with professional designs and communications by identifying the steps and importance of proofreading.

Lesson 22

- Describe the field of graphic design by identifying its job opportunities, key skills, common roles, and average salary.

Lesson 23

- Describe the field of web design by identifying its job opportunities, key skills, common roles, and average salary.

Lesson 24

- Compare freelance and salary work in design by identifying the pros, cons, and requirements of launching your own media business.

Lesson 25

- Identify careers related to graphic design by identifying similar job requirements, growing industries, and opportunities for further education.
- Compare work in graphic design, web design, and related fields by describing the similarities and differences in opportunities, key skills, common roles, and average salary.

Unit 6

- Lessons 26 - 30 will review content from Units 1-5. This is to prepare students for the Final Exam.

Required Materials:

- internet browser
- sketchbook or loose-leaf paper with no lines
- writing utensil

Schedule of Work:

Unit 1:

Text:

- Lesson 1: History & Origins of Design
- Lesson 2: The Rist of Art & Design
- Lesson 3: Principles of Design
- Lesson 4: Elements of Design
- Lesson 5: Color & Type

Video:

- Course Introduction Video
- Lesson 3 Journal Layout Activity

Infographic:

- Lesson 2: Parts of Typography

- Lesson 3: Principles of Design
- Lesson 4: Elements of Design

Workbook:

- Lessons 1-5

Checkpoint:

- Lessons 1-4

Unit Exams:

- Lesson 5

Discussion:

- Lessons 1-5

Project:

- None

Unit 2:

Text:

- Lesson 6: Tools & Techniques
- Lesson 7: Color Models
- Lesson 8: Raster & Vector Images
- Lesson 9: Photography in Design
- Lesson 10: Safety & Ethics

Video:

- None

Infographic:

- None

Workbook:

- Lessons 6-10

Checkpoint:

- Lessons 6-9

Unit Exams:

- Lesson 10

Discussion:

- Lessons 6-10

Project:

- Lesson 8: Project Overview and Project Step 1
- Lesson 10: Project Step 2

Unit 3:

Text:

- Lesson 11: Planning A Design
- Lesson 12: Research
- Lesson 13: Copyright Laws & Licensing
- Lesson 14: Project Development
- Lesson 15: Finishing a project

Video:

- None

Infographic:

- None

Workbook:

- Lessons 11-15

Checkpoint:

- Lesson 11-14

Unit Exams:

- Lesson 15

Discussion:

- Lessons 11-15

Project:

- Lesson 12: Project Step 3
- Lesson 14: Project Step 4

Unit 4:

Text:

- Lesson 16: Preparing for Print
- Lesson 17: Types of Printing
- Lesson 18: Packaging a File
- Lesson 19: Finishing Techniques for Print
- Lesson 20: Web Publishing

Video:

- Lesson 20: Web Publishing

Infographic:

- None

Workbook:

- Lessons 16-20

Checkpoint:

- Lesson 16-19

Unit Exams:

- Lesson 20

Discussion:

- Lessons 16-20

Project:

- Lesson 16: Project Step 5
- Lesson 18: Project Step 6
- Lesson 20: Project Step 7, File upload submission

Unit 5:

Text:

- Lesson 21: Professionalism in the Design World
- Lesson 22: Graphic Designer
- Lesson 23: Web Designer
- Lesson 24: Freelance & Contract Careers
- Lesson 25: Other Design Careers

Video

- Lesson 24: Career Connection videos

- Careers in Graphic Design
- Careers in Web Design

Infographic:

- None

Workbook:

- Lessons 21-25

Checkpoint:

- Lessons 21-24

Unit Exams:

- Lesson 25

Discussion:

- Lesson 26-30

Project:

- None

Unit 6:

Unit 6 is a review of all the content in Units 1-5. This is to prepare students for the Final Exam.

Final Exam:

- Lesson 30

Discussion:

- Lessons 26-30