Graphic Design Course Syllabus
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Course Description: Students learn and apply fundamentals of various software applications (such as Illustrator and Photoshop), web design, image editing, drawing and graphic animation. Advertising and marketing projects coordinate technical skills with organization, management, communication, ethics and teamwork.

Instructional Philosophy: Students will be given challenging real world projects and assignments typical of the graphic design industry. High quality work is expected and students will be given opportunities to redo work until it meets standards specified during instruction. Classroom activities will include reading, research, projects, and problem solving. Students will often work in teams, but will be expected to complete individual assignments in relation to the team's work. Assessment methods will include written exams, tests, and quizzes; oral and written research reports; reading assignments; and projects.

Course Goals:
1. Demonstrate a thorough understanding of the elements of graphic design.
2. Read, understand and communicate in the language of graphic design.
3. Use technology such as Photoshop, Illustrator, and Internet Explorer.
4. Students will learn to demonstrate positive work behavior.
5. Students will learn to solve problems using critical thinking.

Course Outline:
Program Area 1: Introduction to the Graphic Design Industry
- Students are introduced to the graphic design industry through magazines, internet, etc. We begin to talk about audience.
  - History of Graphic Design
  - Future of Graphic Design

Program Area 2: Introduction to the equipment
- Students use multimedia elements to create projects with graphic design software. The introduction of each piece of equipment would be tied to a relevant graphics project.
  - Computer
  - Scanner
  - Camera
  - Digital tablet
  - Printer
Program Area 3: Elements of Design
- Students learn about design elements through projects such as; creating examples of color schemes using graphic software and creating an original alphabet based on a theme. Each project includes self reflection and a peer review.
  - Color
  - Line
  - Shape
  - Space
  - Texture
  - Value

Program Area 4: Principles of Design
- Students learn the principles of design through projects such as; posters, creating original designs that reflect an emotion, magazine covers, product ads, cereal box prototypes, candy wrappers etc. They do a self reflection on their projects and a peer review. Some projects include a presentation to the class.
  - Balance
  - Contrast
  - Emphasis/Dominance
  - Harmony
  - Movement/Rhythm
  - Proportion
  - Repetition/Pattern
  - Unity
  - Variety

Program Area 5: Typography
- In teams students create a business proposal and create branding for that business including a commercial and magazine ad. They present the product to the class.
  - Anatomy of a letter
  - Typefaces
  - Typographic Measurement
  - Typographic Standards
  - Typographic Guidelines

Program Area 6: Creating images for print & web
- Students learn when to use particular image formats for individual projects. They create collages, logos, cd covers, etc. Each project includes self reflection and a peer review.
  - Formats
  - Resolution
  - Raster Vs Vector

Program Area 7: Editing Images
- Students use images scanned and from the internet to create projects while learning to cite sources and understand whether or not they can legally use the image.
  - Ethics
  - Copyright laws

Program Area 8: Leadership
- Students will participate in leadership activities such as: perfect attendance, school involvement, volunteering in the community as well as performing other leadership tasks within the classroom, school and community.

Text & Materials: Student will become familiar with Adobe Creative Suite 4 design applications including: Illustrator, Photoshop, InDesign, Acrobat.
Assessments:
Projects/Daily Work 75%
Participation 15%
Leadership 10%
Participation Points will not be added to the grade book until quarter and semester grades.

Grading System:
All work will be graded on a 4 point scale. There are no points or percentages for assignments, but rather grade points from 4.0 – 0.0.

4 – Outstanding
Performance at this level demonstrates an in-depth understanding of content and concepts. These students make connections amongst ideas that go well beyond the obvious, solve challenging problems with efficient and innovative strategies, communicate complex ideas insightfully, effectively and creatively.

3 – Proficient
Students at this level demonstrate strong, solid achievement in grasping content and concepts. They display command of essential concepts, skills, and processes and make important connections between central ideas.

2 – Developing
Performance at this level demonstrates partial command of essential concepts, skills, and processes. With some direction and guidance the student can obtain a complete command of the desired goals. The communication of what they understand is adequate but sometimes rudimentary or incomplete.

1- Under Achievement
Students at this level are failing to apply basic skills and effort to their assignments.

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Equivalency Credits: 1.0 Visual & Performing Arts or Occupational Education
Participation Points:

4 points
1. On time to class
2. All materials ready for class
3. Participate entire class

2 points
1. Excused absence with admit
2. Tardy to class
3. Late Work

0 points
1. Unexcused absence
2. No materials for class
3. Disruptive or off-task behavior

Points will be subtracted for disruptions or off task behavior. It will be assumed that you are having a hard time and you need a reminder to respect the classroom environment. A verbal reminder of the appropriate behavior will be give to you. It will be your signal that you are in charge of your own behavior. If you choose to continue to disrupt the class however, you will be asked to move seats. If you can manage to get back on track, there will be no consequences. Further disruptions to the learning environment may require extra time in practicing appropriate classroom behaviors before or after school.

Late Work:

Work will be accepted one week after the published due date if prior arrangements have been made with Mr. Williams. After that time late work will NOT be accepted for credit. If you are sick, check with Mr. Williams or Mr. Williams’ Web Page follow the link from the Columbia River website at: http://river.vansd.org for assignments. EXTRA CREDIT assignments CAN NOT be turned in late.

Tardy Policy:

1st Tardy Freebee
2nd Tardy Referral to administrator, call parent, Saturday School

Students will have one week to serve detention; the time/place/date will be assigned. If the student does not show up to detention the time will automatically double and student will have to make up the detention within one-week. The second time a student does not show up to detention, student will be referred to their grade level administrator.