

Graphic Design

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Course Description: VA Graphic Design is a semester long course focusing on art design and visual literacy. Students will be able to interpret and express specific ideas with graphic images, design, layout, and text. Through studio and lab practice students will learn and develop traditional and technological skills and practices. Students will learn to conceptualize, draft, revise, edit, refine, and complete design oriented projects that will cause them to grow as artists and designers.

Instructional Philosophy: This is a working studio class in which students are encouraged to explore their creativity and actively engage in all steps of the creative process: brainstorming, sketching, collecting visual research, responding to creative prompts, risk-taking, refining, and reflecting. A variety of learning experiences will enrich students learning in the visual arts, including viewing films, reading articles, creating presentations about designers collaboratively, and viewing and discussing work in physical and virtual galleries. As students refine their skills making and creating, they will also be deepening their understanding of art/ design history, criticism and aesthetics.

Course Goals:

1. Demonstrate creative problem solving skills and risk taking
2. Demonstrate a thorough understanding of the elements and principles of design through the creation of 2 dimensional design using digital software: Illustrator and Photoshop
3. Read, understand and communicate effectively in the language of visual art and about works of visual art across cultures and throughout history
4. Use technology to document artwork and create a digital portfolio of best works
5. Demonstrate focused artistic behavior and solve visual problems using critical and creative thinking and using a variety of sources to collect visual research

Major Course Assignments and Projects:

Sketch book/ Visual Journal

- Students will use their sketchbook daily for in class warm-ups, brainstorming, thumbnail sketches, and collecting visual research to support the creative work of our class projects.
- **Drawing Fridays:** At least 30 minutes will be spent every Friday on observational and creative drawing/design

These short assignments will provide an opportunity for designers to explore a variety of drawing media (traditional and non-traditional) practice observational drawing and compositional design and develop skill and creative expression using line variety, value/contrast, realistic rendering of values and forms from life and through photographs.

Design- Studio Projects-

Photoshop: Quarter 3: Learn how to edit photos, incorporate Typography, and maneuver the basic tools.

Designers will respond to a variety of design prompts, including digital collage, self portraits, poster and CD/DVD design, etc.

Illustrator: Quarter 4: Will focus on the basics of Illustrator to draw, design, and illustrate in response to a variety of design prompts

Portfolio

- Students will learn how to document, edit, save and organize images of their work into a digital portfolio
- Students will select at least 1 best work per quarter and write a reflection detailing their reasoning, and describing what was learned and gained from the project.

Critiques:

- All students are expected to participate thoughtfully and completely in peer, small group, and class discussions and critiques.

Assessment Plan: How will my work be assessed and graded? How is all the different type of work I will be doing weighted to effect my overall grade?

- Creative Projects (individual and group, major presentations) 40%
 - All projects are self assessed and evaluated based on the project criteria/rubric
 - Design/composition, craftsmanship, technique, creativity/risk taking
 - Projects can always be refined and re-assessed if outcome is unsatisfactory
- Sketchbook: brainstorming, thumbnail studies, visual research, and Drawing Friday assignments 30%
 - Sketchbook will be assessed each quarter based on:
 - Completeness, effort in all assignments, and being prepared with sketchbook everyday! Artists are invited to take each prompt and experiment, practice, and do more than what is assigned. All extra work will be considered when assessing SBs!
- Portfolio: Best works digital portfolio 15%
 - Every quarter students will select a best work, photograph, print, and reflect.
 - At the end of each semester students will organize all their best works in a professional digital portfolio via Power Point slide show, and share with the class.
 - Portfolio assessed on completeness, timely completion, quality of documentation, and thorough written reflection.
- Writing: Self and peer reflections, artist bio's, aesthetic scanning, journaling 15%
 - Throughout the semester students will be asked to write about their own work, the work of their peers, research famous artists, and analyze works of art.
 - All writing will be assessed on thorough and complete responses to the prompts, timely completion, and sometimes documentation of editing process (getting feedback, and refining)

4 point Grading Scale:

4= Distinguished (meets or Exceeds criteria)

2= Emerging (still needs to refine/ practice)

3= Satisfactory (met most of the criteria needed)

1= Unsatisfactory (needs to refine/ more effort needed)

Total Points				
4 poss.	8 poss.	16 poss.	Percent	Letter grade
4	8	16	100	A
	7 (90%)	15	95	A
		14	90	A-
3	6	13	87	B
		12	84	B
	5 (80%)	11	81	B-
		10	78	C+
2	4	9	75	C
		8	74	C
	3 (70%)	7	71	C-
		6	68	D+
1	2	5	63	D
		4	61	D
	1	3	58	F

