



# Graphic Design • CURRICULUM PLAN • 2019-20 • www.learndurkin.com • Semester 1

Class meets two times per week • 180 minutes total per week

Textbook: PDF file of Adobe CC Design Basics

## The key skills emphasized

- Designing for a variety of audiences and needs
- Problem solving that helps support multiple perspectives
- The design process and effective communication
- Technical Skills with industry-standard design software

	UNIT	BIG QUESTION/ UNDERSTANDING	ACTIVITY/NOTES	STUDENT WORK
WEEK 1 Sept 4-7, 2019		<p><b>Guiding Questions:</b></p> <ul style="list-style-type: none"> <li>• How does a project go from a concept to a full-color printed piece?</li> <li>• How do designers go about choosing type styles for a project?</li> <li>• How do colors affect audience response to a printed piece or a presentation?</li> <li>• What career options are there for someone with my computer skills?</li> <li>• How is modern design affected by the history of design?</li> </ul> <p><b>Business/Careers</b> How advertising works, cartooning, packaging, website design, Percentages, fees, syndicates, interactivity - the future</p> <p><b>Software Skills</b> InDesign, Illustrator &amp; Photoshop Vector v. Raster</p> <p><b>History of Graphic Design</b> Graphic Design Genres and Styles from Various Designers, Cultures, and Times.</p>	<p><b>Class expectations &amp; concerns</b></p> <ul style="list-style-type: none"> <li>• Class website/resources</li> <li>• technical overview</li> <li>• Managing files/naming conventions</li> <li>• file formats/turn-in</li> <li>• Copyrights</li> </ul> <p><b>Creative Process</b></p> <ul style="list-style-type: none"> <li>• Design Brief</li> <li>• Blank Mockups - format</li> <li>• Research: Competition, Target Audience</li> <li>• Concept Sketches: Color, Type, Image</li> <li>• Computer production</li> <li>• Preliminary printouts</li> <li>• Revisions</li> <li>• Final Print-outs &amp; Mockup production</li> <li>• Presentation</li> <li>• Project Review &amp; Redesign <i>Continually reviewing ones work and redesigning as you go will ensure high quality outcomes. Engaging in review and redesign cycles is a useful step in the overall design process intended to help you improve and expand your designs and design skills.</i></li> <li>• Peer Scoring</li> <li>• Reflection</li> </ul>	<p><b>Review Project:</b> in Photoshop: TypeOnly Poster</p>
WEEK 2 Sept 10-14, 2019	Art is Work Page Layout	<p><b>The process of creativity:</b></p> <ul style="list-style-type: none"> <li>• boil it down to one sentence</li> <li>• thumbnail sketches of concepts</li> <li>• research: Competition, Target Audience</li> <li>• brainstorm</li> <li>• initial computer work</li> <li>• incubation</li> <li>• selections/refinements/revisions</li> <li>• Final Print-outs &amp; Mockup production</li> <li>• presentation &amp; client input</li> <li>• repeat cycle, if necessary</li> <li>• Peer Scoring</li> <li>• Reflection</li> </ul> <p><b>Elements of Art/Principles of Design</b></p> <ul style="list-style-type: none"> <li>• Color: RGB, CMYK, Spot, Grayscale, Duotone, complementary colors,</li> <li>• Kuler, Tints, Value,</li> <li>• Space: Negative, positive,</li> <li>• Texture: Visual texture</li> <li>• Repetition/Pattern: using lines, shapes, colors to achieve</li> <li>• consistency and fluidity in layout</li> <li>• Contrast: in terms of color, size, proportions, styles</li> <li>• Emphasis: Hierarchy and white space to create focus</li> <li>• Balance: Golden Mean, composition, alignment</li> <li>• Harmony/Unity: Order, structure</li> </ul>	<p>• Typography <a href="https://edu.gcfglobal.org/en/beginning-graphic-design/typography/1/">https://edu.gcfglobal.org/en/beginning-graphic-design/typography/1/</a></p> <p>• Copyrights!</p> <p><b>Principles of Design</b></p> <p><b>Layout and Composition:</b> <a href="https://www.youtube.com/watch?v=a5KYIHNKQB8">https://www.youtube.com/watch?v=a5KYIHNKQB8</a></p> <ul style="list-style-type: none"> <li>• Proximity</li> <li>• White Space</li> <li>• Alignment</li> <li>• Contrast</li> <li>• Hierarchy: <a href="https://www.youtube.com/watch?v=ZXItTijCOWk">https://www.youtube.com/watch?v=ZXItTijCOWk</a></li> <li>• Balance</li> <li>• Repetition</li> <li>• Simplicity</li> <li>• Color <a href="https://youtu.be/_2LLXnUdUlc">https://youtu.be/_2LLXnUdUlc</a></li> </ul>	<p><b>IN DESIGN</b> <b>Art is Work Page Layout</b></p>
WEEK 3 Sept 17-21 WEEK 4 Sept 24-28	Type: Fish Factory Logo & Menu	<p><b>INDESIGN</b> RGB v. CMYK Resolution Vector v. Raster Samara's Essential Rules of Design</p> <p>Type: 1. Old Style 2. Modern 3. Slab Serif 4. Sans Serif 5. Script 6. Docrative/novelty/display</p> <ol style="list-style-type: none"> <li>1. Cap height</li> <li>2. Baseline</li> <li>3. x-height</li> <li>4. Point size</li> <li>5. Upper and lower case</li> <li>6. Ascender and descender</li> <li>7. Regular and boldface</li> <li>8. Condensed and expanded</li> <li>9. Italic and cursive</li> <li>10. Font, test, type, and type style</li> <li>11. Justified, unjustified, ragged left and ragged right</li> <li>12. Counter</li> <li>13. Readability</li> <li>14. Legability</li> </ol>	<p><b>ACA TEST PREP: InDesign</b> Unit 1 Movies: 1.01, 1.02, 1.04, 1.05, 1.07, 1.08, 1.15, 1.16 Project 3-Menu all movies</p> <ul style="list-style-type: none"> <li>• Set up a new document with multiple facing pages and master pages. Include a gatefold.</li> <li>• Create, name, and change layers.</li> <li>• Place an image in a graphic frame, use the pathfinder tool. Work with anchor and direction points to alter a path shape.</li> <li>• Make a stroke, duplicate paths, resize frame, create a new swatch.</li> <li>• Work with anchor points, direction point tool, crop an image, resize the image.</li> <li>• Use the ellipse or other shape tool to incorporate a shape into your design.</li> <li>• Place text on the pasteboard.</li> <li>• Work with lines/stroke and grouping elements.</li> <li>• Use your preflight to correct project errors.</li> <li>• Utilize paragraph styles and character styles.</li> <li>• Blend character and paragraph styles with nested styles.</li> <li>• Add images to a document. Use text wrap to move copy around images.</li> <li>• Import a Word document that has formatting setting intact.</li> </ul>	<p><b>Design/Layout Restaurant Menu</b></p>
WEEK 5 Oct 1-5	Crab Catcher Children's Menu	Copyright-free images- deadly clipart		<p><b>Design Children's Menu</b></p>
WEEK 6& 7 Oct 8-19	Color Intro to Illustrator	.ase files		<p><b>Photoshop Painting?</b></p> <ul style="list-style-type: none"> <li>• Swatches</li> <li>• Brushes</li> <li>• Canvas/papers</li> </ul>
WEEK 8 Oct 15-19 WEEK 9 Oct 22-26 WEEK 10 Oct 20- Nov 2 WEEK 11 Nov 5-9	Vector DigitCorps	<p><b>ILLUSTRATOR</b> Pen Tool exercises</p>	<p>Patterns Symbols</p>	<p><b>Logo Design</b></p>
WEEK 12 Nov 12-16 WEEK 13 Nov 26-30 WEEK 14 Dec 3-7 WEEK 15 Dec 11-14	Banana Bread Packaging  Cottams Rafting Ad	<p><b>Competitive World of Product Packaging</b></p> <ul style="list-style-type: none"> <li>• 3-D Packaging Design</li> <li>• Color symbolism, perception and psychology</li> <li>• Visual Perception</li> </ul>	<ul style="list-style-type: none"> <li>• Setting project requirements</li> <li>• Identify the purpose, audience</li> <li>• Thumbnail sketches</li> <li>• blank mockups</li> <li>• design</li> <li>• mock-ups</li> </ul> <ul style="list-style-type: none"> <li>• studio photography: lighting and shooting techniques</li> <li>• camera-raw processing in Photoshop/Bridge/Lightroom</li> <li>• Sketching ideas, exploring options on resource page</li> </ul>	<p>What is a project plan?</p>
WEEK 16 Dec 17-21	David Hockney "Joiners"			
WEEK 17 Jan 7-11 WEEK 18 Jan 22-24 FINALS	Website Design?			