

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	STANDARDS	RESOURCES
WEEK 1		<p>Guiding Questions:</p> <ul style="list-style-type: none"> • How does a project go from a concept to a full-color printed piece? • How do designers go about choosing type styles for a project? • How do colors affect audience response to a printed piece or a presentation? • What career options are there for someone with my computer skills? • How is modern design affected by the history of design? <p>Business/Careers How advertising works, cartooning, packaging, website design Percentages, fees, syndicates, interactivity - the future</p> <p>Software Skills InDesign, Illustrator & Photoshop Vector v. Raster</p> <p>History of Graphic Design Graphic Design Genres and Styles from Various Designers, Cultures, and Times.</p>	<p>Class expectations & concerns</p> <ul style="list-style-type: none"> • Class website/resources • technical overview • Managing files/naming conventions • file formats/turn-in • Copyrights <p>Creative Process</p> <ul style="list-style-type: none"> • Design Brief • Blank Mockups - format • Research: Competition, Target Audience • Concept Sketches: Color, Type, Image • Computer production • Preliminary printouts • Revisions • Final Print-outs & Mockup production • Presentation • Project Review & 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> • Peer Scoring • Reflection 	<p>Review Project: TYPE ONLY POSTER Seagate Backup Plus Drive>Curriculum>2019-20 Planning>Typography Assignments> TypeOnly PosterInstructions.pdf</p>	<p>1.1 Identify the purpose, audience, and audience needs for preparing images. 1.2 Demonstrate knowledge of standard copyright rules for images and image use. 1.3 Demonstrate knowledge of project management tasks and responsibilities. 1.4 Communicate with others (such as peers and clients) about design plans.</p> <p>History of Graphic Design: http://www.historygraphicdesign.com/ http://www.designhistory.org/ https://www.canva.com/learn/ultimate-guide-history-graphic-design/ https://en.wikipedia.org/wiki/Graphic_design</p> <ul style="list-style-type: none"> • Examines, selects and creates an original artwork using influences from a particular designer, style, culture, or time. • Examines a variety of artwork for historical and cultural information. • Differentiates between a variety of design styles and genres from Western and non-Western traditions. • Uses visual thinking strategies to discuss a variety of designs. • Selects, examines and critiques historically significant designs from a variety of designers, styles, cultures, and times, and their relationship to a larger group of design works. • Analyzes the use and organization of elements, principles and foundations. • Critiques, interprets and evaluates how graphic design shapes and reflects culture and history over time. • Research specific designs, ads, and/or packaging that have shaped cultures or history. • Examines using supportive evidence and aesthetic criteria 	<p>https://www.aiga.org Graphic Design Curriculum</p> <p>History of Graphic Design</p> <p>curriculum>Graphic Design>Best_practices_clients.pdf</p>
WEEK 1 WEEK 2	Art is Work Page Layout	<p>The process of creativity:</p> <ul style="list-style-type: none"> • boil it down to one sentence • thumbnail sketches of concepts • research: Competition, Target Audience • brainstorm • initial computer work • incubation • selections/refinements/revisions • Final Print-outs & Mockup production • presentation & client input • repeat cycle, if necessary • Peer Scoring • Reflection <p>Elements of Art/Principles of Design</p> <ul style="list-style-type: none"> • Color: RGB, CMYK, Spot, Grayscale, Duotone, complementary colors, • Kuler, Tints, Value, • Space: Negative, positive, • Texture: Visual texture • Repetition/Pattern: using lines, shapes, colors to achieve • consistency and fluidity in layout • Contrast: in terms of color, size, proportions, styles • Emphasis: Hierarchy and white space to create focus • Balance: Golden Mean, composition, alignment • Harmony/Unity: Order, structure 	<ul style="list-style-type: none"> • Typography https://edu.gcfglobal.org/en/beginning-graphic-design/typography/1/ • Copyrights! <p>Principles of Design</p> <p>Layout and Composition: https://www.youtube.com/watch?v=a5KYIHnkQB8</p> <ul style="list-style-type: none"> • Proximity • White Space • Alignment • Contrast • Hierarchy: https://www.youtube.com/watch?v=ZXItTljCOWk • Balance • Repetition • Simplicity • Color https://youtu.be/_2LLXnUdUlc 	<p>Art is Work Page Layout</p>	<p>1.2 Demonstrate knowledge of standard copyright rules for images and image use. 2.2 Demonstrate knowledge of design principles, elements, and image composition. 2.3 Demonstrate knowledge of typography. 2.4 Demonstrate knowledge of color correction using Photoshop. 3.2 Demonstrate knowledge of layers and masks. 3.3 Demonstrate knowledge of importing, exporting, organizing, and saving. 3.4 Demonstrate knowledge of producing and reusing images. 4.1 Demonstrate knowledge of working with selections. 4.3 Transform images. 4.4 Adjust or correct the tonal range, color, or distortions of an image. 4.5 Demonstrate knowledge of retouching and blending images. 4.6 Demonstrate knowledge of drawing and painting. 5.1 Demonstrate knowledge of preparing images for web, print, and video.</p>	<p>https://photoshoproadmap.com/35-creative-portrait-effects-photoshop-tutorials/</p> <p>Design Dojo videos: https://www.learndurkin.com/resources/great-videos</p> <p>Elements of Art Principles of Design Element of Color Element of Line Element of Shape Element of Form</p>