



Brookings-Harbor High School

## GRAPHIC DESIGN

### InDesign + Photoshop + Illustrator

#### Course Syllabus 2019-20

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Room#308

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#### Course Description

Adobe design products are used world-wide in the design and film industry. This course will focus on Adobe InDesign. You will learn beginning and intermediate techniques by watching ACA (Adobe Certified Associate) training videos and practicing the taught techniques. There will also be demonstrations, lectures, and videos from different sources to instruct and inspire your learning. Basic design principles will be discussed with each lesson. No previous experience is necessary to take this course.

#### Final Exam

Tuesday & Wednesday, January 21 & 22, 2020

#### Student Learning Objectives

The material taught in this class is based on the International Society for Technology in Education (ISTE) standards. Students in this program will seek to become a:

##### Digital Citizen

Student will recognize the rights and responsibilities of living, learning, and working in an interconnected digital world and practices safe, legal and ethical use of software and hardware.

##### Knowledge Constructor

Gather, locate, organize, analyze, evaluate and use information

##### Innovative Designer

Student uses a variety of technologies to create new, useful, and imaginative solutions. Student uses digital skills to produce creative products.

##### Creative Communicator

Student communicates clearly and creatively using platforms, tools, styles, formats, and digital media appropriately.

##### Global Collaborator

Student collaborate with others and works effectively in teams locally and globally.

#### Optional Equipment/Supplies

1. Ear buds or headphones in order to hear the many instructional videos
2. Book: *Learn Adobe Photoshop CC: Adobe Certified Associate Exam Preparation*. Available from Adobe Press
3. USB drives are great for backing-up your work in progress.



# Your Goal is to Pass the Adobe Certified Associate Exam

Confidence is critical in the creative industry, and certifications are the key to confidence.



This is the best thing you can do for yourself.

**Jobs are Tight.** Competition for good, creative jobs is tight. Having certification puts you ahead of all other entry-level design applicants. An ACA certification can make the difference between getting a great job or settling for something less.

**Do it NOW and save Big \$\$\$.** If you get your ACA certification in this class, it won't cost you a thing. If you wait for after high school, you will need to pay for the cost of a course (~\$500.00) plus the cost of a practice exam (~\$45.00) PLUS the cost of the ACA test (~\$70.00). If you certify in this class, will also earn college credit for Photoshop and Illustrator - another way to help you save money.

If you like creating media on the computer, get certified. Here is a link to the basic information about certification. It's really, really worth it.

## You can also earn an Adobe Certified Associate Specialist certificate

**You CAN get certified - just concentrate on one application at a time. Commit to 3+ semesters of class and you can do this!**

More and more, careers in top creative industries require mastery of more than one Adobe Creative Cloud tool. That's why there is now the ACA Specialist certificate. Earning a Specialist certificate allows you to demonstrate your knowledge and expertise with the most common skills required for a specific industry. Demonstrate Adobe cross platform expertise - which will really help you get a job.

### **Adobe Certified Associate Visual Design Specialist**

Complete your ACA certification in Photoshop, Illustrator, and InDesign within three years to earn this specialist certificate.

### **Adobe Certified Associate Video Design Specialist**

Complete your ACA certification in Photoshop, Premiere Pro, and After Effects within three years to earn this specialist certificate. Adobe Certified

### **Associate Web Design Specialist**

Complete your ACA certification in Photoshop, Dreamweaver, and Animate within three years to earn this specialist certificate.

## **BHHS Grading Methodology**

At Brookings Harbor High School teachers in all content areas will use proficiency based instructional and assessment practices to determine what students know and can do. Students will be assessed using multiple measures. A five point grading scale with corresponding letter grades of A, B, C, D and F will be entered for each assignment and assessment. Students will be assessed on summative and formative assessments. Rubrics with Common Core State Standards will be used. Formative assessments can include independent practice that is completed outside of class of up to ten percent of a student's overall grade. This independent practice will be aligned to Oregon's Career Related Learning Standards and Common Core State Standards.

Methodology for grading will include formative and summative assessments. Formative assessments are there for the purpose of frequently assessing skills throughout a unit or in process of acquiring the necessary skills in order to demonstrate proficiency in multiple opportunities and various contexts. The foundation of Common Core is that a student is constantly provided opportunities to attain mastery in order to prepare for college and career and reach their academic goals.

### **Academic Honesty: Plagiarism And Cheating**

Cheating, plagiarism, and other acts of academic dishonesty are regarded as serious offenses. Instructors have the responsibility to submit, in a written report to the Vice Principal any such incident that cannot be resolved between the instructor and student. Academic cheating is defined as "The intentional submission for evaluation to a college instructor or administrator of material based, in part, on a source or sources forbidden by generally accepted standards or by regulation established by the evaluator and disclosed in a reasonable manner."

### **Grading Scale:**

- A = 5 and/or 90%-100%
- B = 4 and/or 80%-89%
- C = 3 and/or 70%-79%
- D = 2 and/or 60%-69%
- F = 1 and/or 50%-59%

<b>GRAPHIC DESIGN GRADING</b>	
50%	Class Projects
10%	Photography
10%	Reflections on Work
10%	Final Project & Portfolio
20%	Employability

It's quite simple.

## **Your Effort = Your Grade**

Consistent, persistent effort leads to long-term success

## Grading Criteria

Every class assignment has a rubric. Be certain to read the rubric thoroughly and ask for help when needed! Grades will be based primarily on the student's ability to integrate the digital capabilities of Photoshop with their aesthetic sensibility; the use of experimentation, composition and attention to detail is important.

**LATE WORK:** In the design/media industry, deadlines are not negotiable, but in this class, if you are missing an assignment, you can still turn it in with no grade penalty! If your assignment is overdue by more than 2 weeks, you will be assigned Office Hour (8:00am - 8:20am) or Extended School Day (3:30pm - 4:00pm) to complete the work.

Stay on top of your work. ASK FOR HELP! Adobe software can be very frustrating to learn and I am here to make you successful.

**Original Work Requirement:** All assignments you turn-in must be comprised entirely of your own original work, fully created by you. You may use copyright-free images from outside sources, but you must manipulate the images to make them your own original work.

**Censorship:** No violent or sexually explicit themes, no hate speech, racial slurs or other sensitive material whatsoever. Do not use a photo of a fellow student without his or her written permission.

## Find Your Zim!

ZIM is the **Z**one of **I**ntrinsic **M**otivation



# GRIT-BASED RUBRIC

Try your best, don't give up, learn from you mistakes, and play by the rules.

90-100  
POINTS **A** YOU GAVE IT YOUR ALL

Fantastic! You consistently tried your best, learned from your mistakes, and played by the rules.

80-89  
POINTS **B** GREAT, BUT...

You're trying, but you're also giving up. Correct that mistake and the rest will take care of itself.

70-79  
POINTS **C** NO SECOND EFFORT

You can try harder. Stop giving up and learn from this mistake, that's not asking much, is it?

BELOW 60  
POINTS **D** ARE YOU KIDDING ME?

Stop giving up and start learning from your mistakes, and please, please try to play by the rules.

## WHO ARE YOU?

Do not fail this class! If there's a problem, please speak with me or your counselor.

NO HOMEWORK. NO TESTS. NO LOOPHOLES, A STRESS-FREE, HANDS-ON, SELF-PACED LEARNING ENVIRONMENT.

# Graphic Design Semester Calendar

*The instructor reserves the right to alter the course calendar.*

<b>Week</b>	<b>Description</b>
1: Sept 4-7, 2019	Photoshop Review Project: Type Only Poster
2: Sept 10-14	InDesign intro: Art is Work Page Layout
3: Sept 17-21 4: Sept 24-28	InDesign: Restaurant Menu
5: Oct 1-5	Crab Catcher Children's Menu
6: Oct 8-12 7: Oct 15-19	Photoshop Painting? Into to Illustrator
8: Oct 22-26 9: Oct 29- Nov 2 10: Nov 5-9	Illustrator Projects
11: Nov 12-16 12: Nov 26-30 13: Dec 3-7 14: Dec 10-14	Banana Bread Packaging
15: Dec 17-21	Small Advertisement: Cottams Rafting Ad
16: Jan 7-11 17: Jan 14-18	Website Design
18: Jan 22-24	Final Exam or Final Project

# Graphic Design Competencies

	4	3	2	1	COMMENTS
1. Evaluate industries, organizations, and careers based on multiple sources of research and information					
2. Demonstrate employability skills needed to get and keep a job					
3. Explain information presented graphically					
4. Apply active listening skills to obtain and clarify information					
5. Communicate with others in a diverse workforce					
6. Demonstrate skills used to define and analyze a given problem					
7. Implement and evaluate solutions					
8. Identify time management and task prioritization skills					
9. Elements: Color, Form, Line, Shape, Space, Texture, Value					
10. Understand principles: Balance, Contrast, Emphasis/ Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity, Variety					
11. Identify basic color theory.					
12. Use grid system for use in a multiple-page brochure					
13. Brainstorming					
14. Concept Sketching					
15. Thumbnails					
16. Roughs					
17. Mockups					
18. Idea Generation					
19. Problem Solving					
20. Strategies and Applied Ideas					
21. Aesthetics					
22. Tools of layout and production					
23. Term Definitions					
24. Processes					
25. Spatial Relationships					

## Tips for Student Success

Learning Adobe software can be very frustrating and challenging. I am always here to assist, but the majority of the learning happens when the user solves the problems on their own. Most professionals attribute their learning to amount of "seat time" they have spent at the computer. The longer the student is exposed to the software interfaces, the more familiar the solutions become. Patience is the key when learning a software program. **PERSEVERANCE** is very important in this class.

## Academic Support at BHHS

- An Extended School Day bus will be available to all students each Tuesday, Wednesday and Thursday after school, starting the third week of school, so that students will be able to get extra help from teachers or form study groups on those days. The bus(es) will leave at 4:30 pm.
- Below, list the names of two or three students in this class who will agree to help you if you have questions, or who might be interested in forming a study group for Tuesdays/Thursdays

## Classroom Behavior Expectations and Consequences

In accordance with BHHS school wide expectations, students in this class will exhibit behaviors of Bruin PRIDE:

- Perseverance
- Respect
- Integrity
- Diversity
- Excellence

### In my classroom, this means that student will:

- *not bring food or beverages into the computer lab*
- *come prepared to work hard*
- *refrain from playing games or using social media on the computers*

***Cell phones are totally disruptive to learning. In this class, ALL students are required to silence their phones and put them away in their backpacks. Unless I give express permission for you to use your phone, and I see your cell phone, I will not take your phone, but I will give you a paper bag. By signing this syllabus, you agree to put your phone in the paper bag (which will then be stapled) and put the phone on your desk to remain there until the end of the class.***

If a student does not understand my expectations, I will re-teach them so that the student understands. If the student is actively choosing not to meet basic classroom expectations, the following consequences will apply:

**1st consequence** = reteach my expectations / conference after class

**2nd consequence** = parent contact

**3rd consequence** = assign student to stay after school in my classroom on Tues. or Thurs. Student will take the Extended School Day bus home

**4th consequence** = administrative referral / consequence to be determined by administration

## Student Agreement

I have thoroughly read the class syllabus for this course and I understand the guidelines and expectations for this course. I agree to follow classroom rules and procedures as explained in this document and on the first session of class.

Date:

Printed name:

Signature: