

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>

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WEEK 3 WEEK 4	Type: Fish Factory Logo & Menu	INDESIGN RGB v. CMYK Resolution Vector v. Raster Samara's Essential Rules of Design Type: 1. Old Style 2. Modern 3. Slab Serif 4. Sans Serif 5. Script 6. Docrative/novelty/display 1. Cap height 2. Baseline 3. x-height 4. Point size 5. Upper and lower case 6. Ascender and descender 7. Regular and boldface 8. Condensed and expanded 9. Italic and cursive 10. Font, test, type, and type style 11. Justified, unjustified, ragged left and ragged right 12. Counter 13. Readability 14. Legability	ACA TEST PREP: InDesign Unit 1 Movies: 1.01, 1.02, 1.04, 1.05, 1.07, 1.08, 1.15, 1.16 Project 3-Menu all movies <ul style="list-style-type: none"> Set up a new document with multiple facing pages and master pages. Include a gatefold. Create, name, and change layers. Place an image in a graphic frame, use the pathfinder tool. Work with anchor and direction points to alter a path shape. Make a stroke, duplicate paths, resize frame, create a new swatch. Work with anchor points, direction point tool, crop an image, resize the image. Use the ellipse or other shape tool to incorporate a shape into your design. Place text on the pasteboard. Work with lines/stroke and grouping elements. Use your preflight to correct project errors. Utilize paragraph styles and character styles. Blend character and paragraph styles with nested styles. Add images to a document. Use text wrap to move copy around images. Import a Word document that has formatting setting intact. 	Design/Layout Restaurant Menu	Student will be able to understand and demonstrate proper typography techniques. 1.0: Identify and correctly use type from the six type families 2.0: Know and use the measuring units and vocabulary of typography. 1.1 Identify the purpose, audience, and audience needs for preparing print and digital media publications. 1.4 Communicate with others (such as peers and clients) about design plans. 2.1 Understand key terminology related to print and digital media publications. 2.2 Demonstrate knowledge of basic design principles and best practices employed in the print and digital media publication industry. 2.4 Demonstrate knowledge of color and its use in print and digital publications. 3.1 Identify elements of the InDesign CC interface and demonstrate knowledge of their functions. 3.2 Define the functions of commonly used tools including selection tools, Frame tools, type tools, drawing tools, Line tool, etc. 3.6 Manage colors, swatches, and gradients. 3.7 Create, use, and manage object styles. 4.1 Create a new project. 4.3 Add text to a page layout. 4.4 Add graphic, image, and video content to a page layout. 4.6 Add interactive elements such as hyperlinks, interactive media objects, HTML5, and video; and assign triggers for different actions. 5.1 Prepare publications for print.	Online Type resources/games Videos on website Show Kimmy's thumbnail sketches VonGlitschka videos on design development
WEEK 5	Crab Catcher Children's Menu	Copyright-free images- deadly clipart		Design Children's Menu	ARDS06: Analyze and use the elements and principles of design. ARDS07: Understand and use appropriate software for the purposes of design.	Elements & Principles of Design: Design Dojo videos
WEEK 6	Color	.ase files		Photoshop: Color & Texture Assignment <ul style="list-style-type: none"> Swatches Brushes Canvas/papers 	<ul style="list-style-type: none"> Warm and Cool Colors RGB vs. CMYK Pantone Spot Colors Monochromatic Complimentary Analogous Value Tint Shades Saturation Hue Value 	
WEEK 7 WEEK 8	Layout	14 Rules for Graphic Design Oscar Poster	14RulesSheet.pdf	14 Rules for Graphic Design- JotForm		

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WEEK 9 WEEK 10 WEEK 11 WEEK 12	Vector DigitCorps	ILLUSTRATOR Pen Tool exercises	Patterns Symbols	Logo Design Logo Design: Fish Factory Logo Design: Oceans of Fun Waterpark	Bezier Curves Vector vs. Raster Shape builder tool	VonGlitschka logo Design
WEEK 13 WEEK 14	ReDesign Beaver Brochure			ReDesign Beaver Brochure		
WEEK 15 WEEK 16 WEEK 17	Banana Bread Packaging	Competitive World of Product Packaging <ul style="list-style-type: none"> 3-D Packaging Design Color symbolism, perception and psychology Visual Perception 	<ul style="list-style-type: none"> Setting project requirements Identify the purpose, audience Thumbnail sketches blank mockups design mock-ups <ul style="list-style-type: none"> studio photography: lighting and shooting techniques camera-raw processing in Photoshop/Bridge/Lightroom Sketching ideas, exploring options on resource page 	What is a project plan?	<p>ARDS01: Use basic methods of data collection and analysis to provide information for projects.</p> <p>ARDS02: Understand the role of clients in the design process.</p> <p>ARDS02.01.01: Understand customer requirements ARDS02.01.02: Interpret and evaluate requirements ARDS02.01.03: Define scope of work to meet customer requirements ARDS02.01.04: Prepare functional specifications to meet customer requirements. ARDS02.01.05: Prepare visual design specifications to meet customer requirements. ARDS02.01.06: Create a customer presentation</p> <p>ARDS03: Understand, plan for, and implement traditional project phases.</p>	Curriculum> 2019-20 Planning> Brain Buffet ACA Lessons> 1- What is a Photoshop plan.pdf
WEEK 18						
	Cottams Rafting Ad Maps with Illustrator Infographics Flag Design ChpStix Pkg David Hockney "Joiners"					

