

Haddon Township High School
Course Overview

Subject Area: Technology Education

Course Name: Graphic Design

Summary: This course will provide the student with the opportunity to develop skills, which will enable the creation of sophisticated and expressive graphic illustrations. Students will be introduced to specific types of graphic design and how they are used in the graphics industry to enhance and convey a message. Using the problem solving process, students will explore the properties of a variety of materials and software programs to create diverse and eclectic forms of media.

Unit Title	Student Learning Target	Standards	Resources	Assessment
Unit 1: Historical Events in Graphic Design	<ul style="list-style-type: none"> • Be able to identify, relate and appreciate examples and styles of designs past and utilize any of several styles for future assignments and projects throughout the school year. • Be able to created and complete assignments throughout the school year by the following methods: desktop layouts, thumbnails, roughs and finals using traditional graphic design and 	1.2 History of the Arts and Culture	Graphic Design Solution textbook Graphic Design Solution Instructor's E-resource Desktop drawing equipment Computers Computer graphics programs and power point presentation(s)	Students will understand concepts and principles that will carry over into the course of study for the year. Built will be a base (pyramid in nature) that will set the foundation to which everything else will follow. Citation will take place frequently keeping students honest and on task; remembering basic concepts learned early in the course.

	<p>advertising equipment or more modern using desktop programs (PhotoShop and Adobe Illustrator).</p> <p>Understand the concept behind ethics in industry with truthful and honest advertising.</p>			
Unit 2: Elements of Composition	<ul style="list-style-type: none"> • Be able to identify the six parts that make up the elements of composition. • Be able to understand each element has as much importance as it's contemporary in the hierarchy of design. • Understand the role of a graphic designer and what he/she must take into consideration when conveying a message, concept or idea. <p>Be able to complete tasks, assignments and projects, in the role of Graphic Designer, while</p>	8.1 Educational Technology & 8.2 Technology Education, Engineering and Design	<p>Graphic Design Solution textbook</p> <p>Graphic Design Solution Instructor's E-resource</p> <p>Desktop drawing equipment</p> <p>Computers</p> <p>Computer graphics programs and power point presentation(s)</p>	Students will demonstrate knowledge of elements of composition material through various tasks, exercises, projects and assignments from either Graphic Design Solution or 2-D Visual Basics for Designers textbooks. In addition, students may be required to present their completed assignments to the class in a public speaking type environment.

	utilizing the elements of composition.			
Unit 3: Principles of Composition	<ul style="list-style-type: none"> • Be able to identify the four parts that make up the principles of composition. • Be able to understand each principle has equal and relates to elements of composition when conveying a message, theme or idea. • Be able to understand there are several degrees of each principle: balance; (formal and informal), rhythm; (symmetry and asymmetry), emphasis; (greater or less) and visual hierarchy; (foreground, mid-ground and background). Be able to complete tasks, assignments and projects, in the role of Graphic Designer, while 	8.1 Educational Technology & 8.2 Technology Education, Engineering and Design	<p>Graphic Design Solution textbook</p> <p>Graphic Design Solution Instructor's E-resource</p> <p>Desktop drawing equipment</p> <p>Computers</p> <p>Computer graphics programs and power point presentation(s)</p>	Students will demonstrate knowledge of principles of composition material through various tasks, exercises, projects and assignments from either Graphic Design Solution or 2-D Visual Basics for Designers textbooks. In addition, students may be required to present their completed assignments to the class in a public speaking type environment.

	utilizing the principles of composition.			
Unit 4: Composition, Illusion and Screen-Based Media	<ul style="list-style-type: none"> • Understand the importance of proportions and use proportioning when applying to course related work. • Be able to recognize harmony and understand that harmony allows for the smooth flow of a project. • Be able to use scale when increasing or decreasing the size of a shape, object or element in part or as a whole. • Be able to understand spatial depth and use it accordingly to bring deliberate distortion to a project. • Understand the difference between 1, 2 and 3 point perspective and be able to create tasks, assignments and 	8.1 Educational Technology & 8.2 Technology Education, Engineering and Design	<p>Graphic Design Solution textbook</p> <p>Graphic Design Solution Instructor's E-resource</p> <p>Desktop drawing equipment</p> <p>Computers</p> <p>Computer graphics programs and power point presentation(s)</p>	Students will demonstrate knowledge of applications of messaging and communication material through various tasks, exercises, projects and assignments from either Graphic Design Solution or 2-D Visual Basics for Designers textbooks. Assessment will show past knowledge of Elements and Principles of Composition. In addition, students will be required to present each completed assignments to the class in a public speaking type environment. Depending on the project, students may have the option to work, in class, with another student(s). This will simulate a more realistic graphic design workplace experience and environment.

	<p>projects using any or all three at different times.</p> <p>Be able to complete tasks, assignments and projects, in the role of Graphic Designer, while utilizing the applications of composition, illusion and screen-base media.</p>			
Unit 5: Applications of Messaging and Communication	<ul style="list-style-type: none"> • Understand the importance of design and further understand the concept of a target audience. • Be able to draw on past experiences and other examples of work when creating their own. • Be able to identify plagiarism and understand the meaning; thus citing work wherever needed. • Be able to understand 	8.1 Educational Technology & 8.2 Technology Education, Engineering and Design	<p>Graphic Design Solution textbook</p> <p>Graphic Design Solution Instructor's E-resource</p> <p>Desktop drawing equipment</p> <p>Computers</p> <p>Computer graphics programs and power point presentation(s)</p>	<p>Students will demonstrate knowledge of applications of messaging and communication material through various tasks, exercises, projects and assignments from either Graphic Design Solution or 2-D Visual Basics for Designers textbooks. Assessment will show past knowledge of Elements and Principles of Composition. Designers textbooks. Assessment will show past knowledge of Elements and Principles</p>

	<p>several types of research and why surveys are important when developing a new product.</p> <p>Be able to complete tasks, assignments and projects, in the role of Graphic Designer, while utilizing the applications of messaging and communication.</p>			<p>of Composition and Composition, Illusion and Screen-Based Media. In addition, students will be required to present each completed assignments to the class in a public speaking type environment. Depending on the project, students may have the option to work, in class, with another student(s). This will simulate a more realistic graphic design workplace experience and environment.</p>
<p>Unit 6: Careers in Graphic Design & Advertising</p>	<ul style="list-style-type: none"> • Understand the course work needed to be taken to become a graphic designer. • Be able to draw upon past experiences when making career choices. • Be able to report to the class requirements to be accepted to a college program for graphic design. • Be able to use the 	<p>8.1 Educational Technology & 8.2 Technology Education, Engineering and Design</p>	<p>Graphic Design Solution textbook</p> <p>Graphic Design Solution Instructor's E-resource</p> <p>Desktop drawing equipment</p> <p>Computers</p> <p>Computer graphics programs and power point presentation(s)</p>	<p>Students will demonstrate a knowledge of and understanding in learning about graphic design as a career choice. Students will individually present to the class what requirements would need to be taken in high school for acceptance into a graphic design program at an</p>

	<p>skills learned in class, throughout the year, to create portfolio worthy projects for college admissions visits.</p> <ul style="list-style-type: none">• Be able to understand all the inter-disciplinary subjects involved in the graphic design and advertising industry.			<p>accredited four-year institution. If time allows, we as a class, would contact one or more admissions offices and get material sent to us; thus enhancing the reporting portion of the course. Career exploration will be encouraged and applied.</p>
--	--	--	--	--