

GRAPHIC DESIGN AND ILLUSTRATION, SEMESTER B

Credits: 0.5

COURSE OVERVIEW AND GOALS

This one-semester course is intended as a practical, hands-on guide to help you understand advanced concepts of graphic design, including the creation of graphic products such as logos, posters, and magazine covers. The course will also help you explore concepts of multimedia and digital photography. This course has 14 lessons organized into 4 units, plus 4 Unit Activities. Each lesson contains one or more Lesson Activities.

This course will cover the advanced manipulation of images. It will guide you on how to create graphic products such as logos, posters, and magazine covers. This course also covers multimedia and digital photography. In addition, the course covers art criticism in graphic artwork, digital publishing, and the creation of graphic design portfolio.

You will submit the Unit Activities to your teacher, and you will grade your work on the Lesson Activities by comparing them with the given sample responses. The Unit Activities (submitted to the teacher) and the Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit, respectively; and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

By the end of this course, you will be able to do the following:

- ❖ Create a graphic design portfolio with examples of graphic design products created during the course.
- ❖ Apply creativity and design elements to graphic design products.
- ❖ Use advanced image-editing software tools to edit and manipulate images as part of graphic design products.
- ❖ Contrast original and manipulated graphic design images to appraise their differences.
- ❖ Produce a magazine brand, including a logo and cover.
- ❖ Compare design elements from several brand campaigns.

COURSE COMPONENTS AND GRADING RUBRIC

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight*
Pretest. <i>A pretest is an optional assessment, typically designed for credit recovery. If a student shows mastery of a lesson objective, the student may be automatically exempted from the upcoming activities associated with the mastered objective. Pretests are not included as a component of the student's final grade.</i>	4	0%
Module. <i>Each module in this course contains an interactive tutorial or study and an associated mastery test. Tutorials and studies combine instruction and practice to prepare students for the mastery test, which is a computer-scored lesson-level summative assessment. The module score comes from a student's score on the mastery test.</i>	14	20%
Discussion. <i>A discussion activity is an opportunity for students to collaborate with their peers. An online threaded discussion mirrors the educational experience of a classroom discussion initiated when a teacher asks a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others allowing for higher-order thinking about terminal objectives.</i>	4	20%
Unit Activity. <i>A Unit Activity is at the end of a unit and constitutes one or more small tasks. Its purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.</i>	4	20%
Posttest. <i>A posttest appears at the end of each unit.</i>	4	20%
End-of-Semester Test. <i>An end-of-semester test (EOS) appears at the end of each course.</i>	1	20%
Total	31	100%

Weight* Teachers may manually adjust these weights if desired, per district grading requirements.

SCOPE AND SEQUENCE

UNIT 1: ADVANCED MANIPULATION OF IMAGES

In this unit, you will use advanced manipulation tools in graphic design software. You will describe how to enhance and retouch a photo. In addition, you will describe how to produce images with special effects. Finally, you will describe how to convert traditional artwork to a digital format.

Activity	Activity Objective
Syllabus	Review the Course Syllabus at the beginning of the course.
Advanced Manipulation Tools	Use the advanced manipulation tools in graphic design software.
Retouching Images	Identify how to enhance and retouch a photo.
Special Effects	Recognize how to produce images with special effects.
Converting Traditional Art	Identify how to convert traditional artwork to a digital format.
Unit Activity: Advanced Manipulation of Images	Use graphic design tools to manipulate an old photograph and identify the differences between the original and manipulated image.

UNIT 2: CREATING GRAPHIC PRODUCTS

In this unit, you will create a poster. You will also create an effective logo. Finally, you will create a magazine cover.

Activity	Activity Objective
Poster Illustration	Create a poster.

Activity	Activity Objective
Logos	• Create an effective logo.
Magazine Cover	• Create a magazine cover.
Unit Activity: Creating Graphic Products	• Use graphic design tools to create a magazine brand, logo, and cover.

UNIT 3: MULTIMEDIA AND PHOTOGRAPHY

In this unit, you will describe the design characteristics of digital media. You will also explain the use of multimedia and the role of graphics in multimedia. Additionally, you will create an interactive multimedia presentation using appropriate graphics. Finally, you will describe various aspects of digital photography and produce photographs using design principles and rules of composition.

Activity	Activity Objective
Digital Media Design	• Identify the design characteristics of digital media.
Multimedia	• Identify the characteristics of multimedia and its uses; recall the role of graphics in multimedia.
Multimedia Presentation	• Create an interactive multimedia presentation using appropriate graphics.
Digital Photography	• Identify various aspects of digital photography and produce photographs using design principles and rules of composition.

Activity	Activity Objective
Unit Activity: Multimedia and Photography	Identify examples of design elements from brand campaigns. Use design elements and creativity to produce portrait and landscape photographs and create a photography portfolio.

UNIT 4: ART CRITICISM, PUBLISHING, AND CAREER PORTFOLIO

In this unit, you will describe art criticism and assess the characteristics of a graphic artwork. You will also create a publication from digital layouts. In addition, you will create a graphic design portfolio.

Activity	Activity Objective
Art Criticism	Define art criticism and examine the characteristics of a graphic artwork.
Digital Publishing	Create a publication from digital layouts.
Graphic Design Portfolio	Create a graphic design portfolio.
Unit Activity: Art Criticism, Publishing, and Career Portfolio	Identify a career goal and collect graphic design products from the course in a portfolio.

COURSE MAP

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map](#).