COURSE TITLE	P CTE Intermediate Graphic Design
DATE	2/1/21
INDUSTRY SECTOR/PATHWAY	Arts, Media, and Entertainment / Design, Visual, and Media Arts
UC A-G APPROVED	Approved for UC f (fine art) credit, February, 2021
GRADE LEVELS	9, 10, 11, 12
OCCUPATIONS FOR IDENTIFIED PATHWAY	Digital Animator Artistic Director Commercial Artist Film: Director, Producer, Camera Person, Writer, etc. Technology Product Director CAD Engineer Motion Graphics Specialist Music, Sound and Foley Artist Game Designer, Concept Artist Quality Assurance Technicians or Testers Small Business Entrepreneurs
COURSE OVERVIEW	This course provides students with in-depth experience with digital design tools, processes, and systems typical to careers in graphic arts and digital production. Career examination and skill building include printing enterprise, creativity and copy preparation, graphic design, image generation and assembly, production photography, graphic reproduction operations, binding and finishing related to digital imaging, printing, and digital production.
COURSE CONTENT	**Unit 1: Vector Mastery and Character Art** Learning Objectives: Students will explore the use of vector graphics to enhance visual communication via graphic detailing and character design. Using the Vector Pen tool, students will create drawing solutions to questions. Over the course of the unit, students will compile, analyze, and report the results of their vector illustrations with online presentations. Students will demonstrate their skills by creating their own unique character within Adobe Illustrator.

<u>Sample Assignments or Projects</u>
Logo Design: Students will create their own personal logo that best represents themselves. Logo design will be drawn, scanned, and redrawn in Adobe Illustrator. Perspective drawing for character background. Students will create a 1 or 2 point perspective scene. The scene must connect with their original character drawing, with all imagery being vector basic illustrations.

<u>Anchor Standards</u> 1.4

<u>Pathway Standards</u>

Unit 2: Typography and Layouts

Learning Objectives: Students will explore the art of letter form and gain increased sensitivity to the details of typographic form and the expressive potential of type. Students will start with a review of elements of typography including types of fonts, kerning, leading, type size, alignments, line length and type relationships. Next, they will use Adobe programs such as Photoshop, Illustrator, Spark and other current industry programs to learn to create layouts for print, as in newsletters, magazines, and books.

<u>Sample Assignments</u>
Downloading fonts and learning to create spread layout in Adobe Photoshop, Illustrator, Express, and/or InDesign. Students will interview a person of their choice to create a magazine-style spread layout. Font, design, layout, as well as type relationship and color choices will be reviewed.

<u>Anchor Standards</u> 1.4, 2.1, 2.2, 3.8, 4.1, 5.1, 5.2, 10.1, 10.3, 11.1

<u>Pathway Standards</u> A1.1, A1.2, A1.7, A1.8, A2.1, A2.2, A2.3, A2.4, A2.6, A2.7, A2.8, A4.3, A4.4, A4.5, A4.6, A5.2, A5.5, A6.1, A7.5, A8.3, A8.5

Unit 3: Graphic Design / Product & Packaging Development

Learning Objectives: Students will explore the economic, cultural, and political context of today's dominant graphic design styles. The unit begins with an analysis of graphic design: its role in visual communication, cultural influences, political origins, role in business innovation. The students will learn about some of the major early 21st century

movements that shaped today's visual landscape. Then find/create a product and based on a movement of their choice, create a logo and packaging for their product.

Sample Assignments
Recreate a current product packaging with 1 improvement. Students will create a company and create a whole packaging/brand for it. They will design a product/logo/imagery/packaging using industry standard software.

Anchor Standards

Pathway Standards

Unit 4: Digital Storytelling

Learning Objectives: Students are introduced to composition as it relates to video editing. The digital storytelling process helps to transform isolated facts into illuminated, enduring understanding. By contextualizing the story we make information come emotionally alive. Students will pick a social issue in today's society and create a movie trailer for their subject and understand how editing can manipulate a story. Students will learn Adobe Premiere Pro and other current programs used in the industry for video editing.

Sample Assignments
Students will learn to storyboard their ideas. Start with sketchbook ideas for their original character drawn in vector format, and create a setting for the character. They will complete a storyboard of their story. Students will pick a social issue in today's society and create a movie trailer for their subject and understand how editing can manipulate a story. Students will learn current programs used in the industry for video editing.

Anchor Standards

Pathway Standards

Unit 5: Animation

Learning Objectives: Students are introduced to animation in computer graphics. The digital storytelling process helps to transform isolated images into moving features. Students will take their original character design from previous units and contextualize a story for their animation. Students will learn current industry standards to create their

animation.

Sample Assignments
Students will create banner animations, using text and imagery. They will also create animations to use on a website that showcases student abilities and talents. Each page of their website must include an animation.

Anchor Standards

Pathway Standards

Unit 6: Website Architecture/Career Readiness

Learning Objectives: Students will learn how to showcase their previous work when applying for a job. Students will create the elements of a web portfolio and understand the architecture toward developing a successful user experience. They will plan, implement and test their website design (artwork flow). Students will create a story board to organize and arrange all the webpages that will be used to create the website. Students will use a variety of current programs utilized in the design industry.

Sample Assignments
Storyboard website. Students will organize and arrange web pages that would be used to create a website of their own. Create a working website that shows them as a graphic artist, or career of their choice. One section of the website must include their portfolio work.

Anchor Standards

Pathway Standards

PREREQUISITES	Design and Computer Science, Level 1 (Recommended)
ACADEMIC CREDIT	1 year/10 credits
CERTIFICATION	Adobe
ARTICULATION	

INSTRUCTIONAL STRATEGIES	Lecture and Demonstrations Multimedia Sources Project-Based Learning Work-Based Learning
INSTRUCTIONAL MATERIALS / TEXTBOOKS	Websites

Title	Author(s)/Editor(s)/Compiler(s)	Affiliated Institution or Organization	URL
Made with Illustrato on the iPad.	[empty]	Adobe	https://creativecloud.adobe.com/cc/discover/article/mi de-with-illustrator-on-the-ipad?locale=en
Adobe Max	[empty]	Adobe	https://www.adobe.com/max.html
Adobe Education Exchange	[empty]	Adobe	https://edex.adobe.com/

	Multimedia

Title	Website	Medium of Publication
Adobe for Education YouTube Channel	https://www.youtube.com/channel/UCEgdeceOHI MqiGFiSGoNZEQ	YouTube
In App Tutorials	[empty]	Tutorials that are found directly on the ipad in Illustrator and Photoshop

STANDARDS SUMMARY	Anchor Standards Pathway Standards Common Core Standards