GRAPHIC DESIGN

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PrintED Certified Instructor

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Course Description

Credits: 1.5 (Triple Period)
Clock Hours: 225 (2.5 hours per day, 18 weeks)
Credit Applicability: 3 Advanced Technology credits, 30 Student Service Learning Hours (SSL)

Resources & Supplies

- Required - MCPS google drive accounts for back up.
- Flash drive or other form of back up drive is also recommended.
- Computer programs: Adobe Creative Cloud (Used in class. Recommended but NOT required to have at home.

Certifications & Articulations

Certifications:
- **PrintED**
    - PrintED certified program designed to meet industry standard competencies.
    - Students sit for **PrintED** certification exams each year they are in the program
        - Intro to Graphic Communications – Level 1
        - Graphic Design - Level 2
    - **PrintED Competency Listings:** *What exams are based on*
        - Level 1:
          www.gaerf.org/portals/0/pdf/GAERF_Introduction_Graphic_Communications_Competencies_20140918.pdf
        - Level 2: www.gaerf.org/portals/0/pdf/GAERF_Graphic_Design_Competencies_20140918.pdf
    - **Why PrintED?**
        - National accreditation and certification program based on industry standards for graphic communications.
        - Provides students with a career pathway to enter the workplace with verifiable credentials and to pursue further education with potential college credit already in hand.
    - **PrintED Competency Listings:** *What exams are based on*
        - Level 1:
          www.gaerf.org/portals/0/pdf/GAERF_Introduction_Graphic_Communications_Competencies_20140918.pdf
        - Level 2: www.gaerf.org/portals/0/pdf/GAERF_Graphic_Design_Competencies_20140918.pdf
- **Adobe Certified Associate**
    - Adobe certification testing available at a reduced cost to student. Usually at end of second year.

Articulations: *Students must earn a "B" or better in each year of the course to be eligible for articulation*
- PrintED Maryland Students:
    - West Virginia Tech
    - Boston College Center for Digital Imaging Arts
- Thomas Edison Students:
    - Montgomery College:
        - Level 1 students: ARTT/GDES116 Digital Tools for the Visual Arts – 4 credits
        - Level 2 students: GD121—Fundamentals of Graphic Design 1 – 3 credits

💡 Grading Policy

Assessment of course objectives will be based on a variety of types of evaluations, including written assignments, lab activities, projects, group activities, oral presentations, research paper, tests and quizzes, quarterly work place skills evaluations.

<u>Grading Scale</u>
100 – 90%   A
89 – 80%   B
79 – 70%   C
69 – 60%   D
59 – Below   E

- As part of work place preparedness, students are expected to act in a professional manner and follow given policies and standards.
- **Meeting deadlines is an integral part of preparing students for a career.**
- **Projects turned in after deadlines (unless with an excused absence) will not be eligible for full credit.**
  o There is a built-in critique process prior to final submission of projects in order for students to receive feedback from both peers and the instructor and have time to improve their project submissions prior to grading.
  o Students are expected to follow the creative process and submit projects as specified (brainstorming, thumbnails, roughs, comps, final).
    ▪ Each section will have a deadline and submissions or reviews will be date stamped by the instructor as received. *Failure to follow procedures and protocol will lessen the grade*.
  o Montgomery County Public Schools allows no extra credit work**.**

NOTE TO PARENTS: It is imperative that students and parents be aware of their ongoing achievement and needs. Parents should be actively checking student progress on EDLINE/MCPS online grading applications. All materials given to students will also be provided through Google.

💡 Student Expectations

  o ***Students are expected to respect themselves, respect their classmates and respect the teacher at all times.***
  o Student behavior in class will reflect all rules as outlined in the ***Thomas Edison HS of Technology Student Handbook***.
  o ***Dress for Success:*** Students are required to dress in professional business attire every Wednesday unless otherwise instructed by the teacher.
    o Information will be sent home.
    o This counts as a grade.
    o If there are extenuating circumstances, please feel free to discuss them with the instructor after reading the extended information given to students on "Dress for Success."
  o Students will be expected to maintain an exemplary level of attendance.
  o Students will be in the classroom preparing for class when the tardy bell rings.
  o Students will be required to occasionally work as part of teams or groups.
  o Students are expected to maintain back ups of their work on the Google drive as well as auxiliary back ups (flash drives)
  o Students are expected to conduct themselves in a professional and safe manner at all times.

💡 Attendance Policy

  o Due to the extended duration of this course (**each class period is equal to three (3) class periods),** it is important that students attend class on a daily basis and are prepared to make up work due to absences.
  o Notes for absences are due within three days upon return to school.
  o Notes received after three days will not be excused without administrative approval.
  o Students are responsible for submitting these notes to the attendance office.
  o Edison requires a separate note from any given to a student's home school.
  o It is the student's responsibility to provide documentation of any home school required absences to the Edison attendance office.

💡 Dress for Success

- **EVERY WEDNESDAY**
  - Students are required to dress in professional business attire, unless otherwise instructed by the teacher.
  - Detailed information will be sent home and is available under "Class Info" in Google.
  - This counts as a grade (Professional Dress = 10, Business Casual = 8, Minimum grade 5).
  - *If there are extenuating circumstances, please feel free to discuss them with the instructor after reading the extended information given to students on "Dress for Success."*

💡 Textbooks

- Prust, Z.A.. Graphic Communications: The Printed Image. 2003
  Goodheart-Willcox Co; 4th edition ISBN 978-1566379847. Available in class
- Golombisky & Hagen, White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia Design. 2013 Focal Press; http://www.bookfeeder.com/pdfbook/white-space-is-not-your-enemy.pdf Available online and Google classroom.

💡 Course Content

- Overview Graphic Communications
- Marketing & Advertising
- Adobe Creative Suites Software
- Digital File Prep & Output
- Video Editing
- Drawing Skills
- MAC and PC Computer Operations
- Emerging Technologies
- Digital Photography
- Binding & Finishing
- Workplace Skills

💡 Major Projects

LEVEL 1

- Elements & Principles of Design
- Basic Drawing Skills
- Intro to Adobe Illustrator
- Basic Bindery
- Intro to Adobe Photoshop
- Basic Typogrqphy – Designing with Type
- Intro to InDesign
- Basic Color Theory
- Logo Design
- Pin Design
- T-Shirt Design
- Booklet Design
- Video Editing
- Digital Photography

LEVEL 2

- Analyzing Design with the Elements & Principles
- Advanced Drawing & Rendering Skills
- Advanced Color Theory
- Branding
- Various School Projects
- Pin Design
- T-Shirt Design
- Multi-Page Brochure Design
- Advanced Ad Design (multi-platform)
- Advanced Booklet Design
- Basic Videography
- Multi-Media Presentations
- Independent Projects
- Portfolio & Resume Development – Print & Digital