

COURSE: Graphic Design	GRADE(S): 10 – 12
UNIT: Vector Graphics	TIMEFRAME: 90 Days

PA ACADEMIC STANDARDS:

PA Reading, Writing, Speaking, Listening

- 1.2.11 B – Use and understand a variety of media and evaluate the quality of material produced
- 1.5.11 B – Writing using well-developed content appropriate for the topic
- 1.6.11 A – Listen to others
- 1.6.11 D – Contribute to discussions
- 1.6.11 E – Participate in small and large group discussions and presentations
- 1.6.11 F – Use media for learning purposes

PA Career Education and Work

- 13.3.11 E – Evaluate strategies used to manage time and their application in different work situations
- 13.2.11 B – Analyze and evaluate complex technical tasks using sophisticated processes
- 13.3.11 C – Evaluate team member roles to describe and illustrate active listening techniques

PA Science and Technology

- 3.7.12 A – Evaluate computer operations and concepts as to their effectiveness to solve specific problems
- 3.7.12 C – Assess and apply multiple input and output devices to solve specific problems
- 3.7.12 B – Evaluate the effectiveness of computer software to solve specific problems

NBEA STANDARDS:

NBEA Standards for Information Technology

Section 4 – Input Technologies

- Select appropriate input technology to optimize performance
- Apply a variety of input technologies to maximize productivity

Section 5 – Productivity Software

- Identify productivity software appropriate for specific tasks
- Prepare projects that include a variety of media (e.g., images, text, video and audio)
- Demonstrate the transferability of skills between productivity software applications

Section 15 – Ethical and Legal Issues

- Discuss copyright rules and regulations (e.g., images, music, video, software)
- Demonstrate the appropriate use of intellectual property

UNIT OBJECTIVES:

- Differentiate between raster and vector
- Identify the parts of an illustration
- Identify the parts of the Illustrator program window and their uses
- Use shapes, lines and curves to compose illustrations
- Describe the purpose of layers and how to utilize them when creating illustrations
- Use direct selections, rotate, reflect and scale to modify objects
- Add fill and stroke to objects
- Use Live Paint to add fills and effects to objects
- Create gradients and use gradient mesh to color objects and illustrations
- Add text to graphics and illustrations
- Use brushes to enhance graphics and illustrations
- Use filters and effects to modify and enhance illustrations

ACTIVITIES:

- Hands-on demonstration of software skills
- Skills activities upon completion of lessons to measure skills learned
- Create a variety of graphics and illustrations using illustration software

ASSESSMENTS:

- Pre-assessment (to assess current knowledge and for grouping purposes)
- Skills-based assignments (to measure software skills learned)
- Ongoing teacher observation
- Application Activities
- Cumulative Projects
- Quizzes
- Tests

DIFFERENTIATED INSTRUCTION:***Remediation / Modification:***

- Pre-assess to assess current knowledge and for grouping purposes
- Teacher, student, team, or peer assistance
- More detailed instruction for components
- Greater detailed project components with greater length and/or breadth
- More detailed instructions / directions delivered in a variety of manners (visual, auditory, etc.)
- Alternative projects or assignments

Enrichment

- Alternative assignments – teacher assigned or student choice
- Extended focus

RESOURCES:

Adobe Illustrator Revealed – Chris Botello 2007
Adobe Photoshop Revealed – Elizabeth Reading 2007

COURSE: Graphic Design	GRADE(S): 10 – 12
UNIT: Raster Images	TIMEFRAME: 90 Days

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PA Career Education and Work

- 13.3.11 E – Evaluate strategies used to manage time and their application in different work situations
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PA Science and Technology

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Section 15 – Ethical and Legal Issues

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- Demonstrate the appropriate use of intellectual property

UNIT OBJECTIVES:

- Differentiate between raster and vector
- Define resolution and discuss its importance when working with raster images
- Identify the parts of the Photoshop window and their uses
- Identify the types of layers and their uses
- Use selection tools to isolate and manipulate parts of images
- Use transform and free transform to modify images
- Add color to documents and images
- Add and manipulate text within an image
- Add and modify shapes within a document
- Modify images by using, adjustments, blending modes, transparency and cloning
- Apply various photographic techniques to images
- Use filters to manipulate images
- Use masking to create effects on images

ACTIVITIES:

- Hands-on demonstration of software skills
- Skills activities upon completion of lessons to measure skills learned
- Create a variety of graphics and illustrations using illustration software

ASSESSMENTS:

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Enrichment

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- Extended focus

RESOURCES:

Adobe Illustrator Revealed – Chris Botello 2007
Adobe Photoshop Revealed – Elizabeth Reading 2007
How to Cheat in Photoshop CS3 – Steve Caplin - 2007

COURSE: Graphic Design	GRADE(S): 10 – 12
UNIT: Principles of Design	TIMEFRAME: 90 Days

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UNIT OBJECTIVES:

- Develop a working definition for Graphic Design
- Identify key points in the history of Graphic Design
- Explore careers in Graphic Design
- Define typography and its importance
- Use principles of color theory to make good color choices for designs
- Apply the basic principles of page layout when creating documents and designs
- Use grids to effectively create and manage page layouts
- Combine elements of text and images when creating documents and designs
- Utilize given techniques and processes for planning and project management when creating design projects

ACTIVITIES:

- Hands-on demonstration of software skills
- Skills activities upon completion of lessons to measure skills learned
- Create a variety of graphics and illustrations using illustration software

ASSESSMENTS:

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- Alternative projects or assignments

Enrichment

- Alternative assignments – teacher assigned or student choice
- Extended focus

RESOURCES:

- Non-Designer's Design Book, The (3rd Edition) – Robin Williams

COURSE: Graphic Design	GRADE(S): 10 – 12
UNIT: Design Projects	TIMEFRAME: 90 Days

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UNIT OBJECTIVES:

- Apply the techniques learned to create a variety of design projects
- Identify elements of company logos
- Create brochures for companies and individuals
- Create graphics for use in web design
- Develop a product identity and create product packaging
- Use the principles of marketing to create advertising suitable for print in a magazine
- Use grids to effectively create and manage print layouts for a variety of documents

ACTIVITIES:

- Logos
- Magazine Layouts
- Brochures
- Posters and Event Promotion
- Product Packaging
- Advertising

ASSESSMENTS:

- Pre-assessment (to assess current knowledge and for grouping purposes)
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- Application activities
- Cumulative projects
- Quizzes
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COURSE: Graphic Design	GRADE(S): 10 – 12
UNIT: Final Projects and Portfolio	TIMEFRAME: 90 Days

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UNIT OBJECTIVES:

- Utilizing all techniques learned throughout the course, students will select a project and complete it as a culminating project
- Students will create a CD / DVD and print portfolio of the projects they have created throughout the course

ACTIVITIES:

- Hands-on demonstration of software skills
- Skills activities upon completion of lessons to measure skills learned
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