**GRAPHIC DESIGN 12(FOR 2ND YEAR DESIGN STUDENTS)
 Course Overview**

We live in a world which is becoming more visual every day. Being able to unravel the mysteries of why we respond to images and text the way we do allows us to be more in charge of how we react and interact with our visual environment. This course aims to introduce students to the artistic possibilities of graphic design. Through observation, discussion and creation of visual media we will be exploring the vast world that is Graphic Design. After using paper and pen to build a concept for a project, most of the images that we create will be finalized using Adobe Creative Suite 6 with an emphasis on Illustrator and Photoshop. This course is recommended for students who have completed Graphic Design 11 and have a strong understanding of Adobe Photoshop, Illustrator and Silkscreen Printing. In Graphic Design 12, students are encouraged to explore a more personal approach to the creative process and to begin to develop media preferences and self-direction. More complex Silkscreen designs will be explored in 2 and 3 colour applications. Although the majority of the work in Graphic Design will be created in the studio, Students will occasionally be expected to do research, project building and sometimes assembly of projects outside of class time.

**The following topics will be covered in Graphic Design 12:**

1. **The Design Process**
* What is Good Design & What are the elements of Design?
* Where can we draw inspiration from and how can we avoid making dull/ineffective design?
* Synthesizing quality design ideas using various methods/strategies
1. **The origins and importance of traditional art when creating digital art**
* Hand drawing, lettering
* Sketching rough ideas, refining and importing for digital touch-ups
1. **Computer Arts**
* llustrator (Drawing/Tracing with the Pen Tool, Vector-based images, Typography, 3-D effects)
* Photoshop(Raster-based images, photo manipulation, photo enhancement, image compositing)
* Scanning/Printing/organization of content
1. **Communication with Graphic Design**
* Use of digital manipulation in the media
* The language of Graphic Design
* Analysis and discussion of Design in Print/Web and other media

### SEPTEMBER

 **Engaging the Imagination & Understanding Design (Group/Individual)

REVIEW:**

* Various short challenges to get the creative design wheels spinning
* Reviewing the basics of Design principles
* Reviewing the 4 Pillars of Graphic Design
* Illustrator and Photoshop Basics
* the thumbnail sketch process
* live trace function of Illustrator
* Introduction of the Wacom Drawing Tablet

**Assignments:**

Daily Hand Lettering Challenge(Instagram/Flickr/Behance) *Hand Drawn Flickr Icon Assignment 1(Your Design Company Logo for this year)Typographic Olympics( 3 part assignment)
Shepard Fairey Self Portrait with one word message*
**OCTOBER-DECEMBER**

**MARKETING CHALLENGE**

* Exploring the potential of communicating a message for a band(client) through various visual media (album covers, posters, t-shirts)
* More advanced exploration of Adobe Illustrator and PHotoshop
* Seeing a design strategy as a sum or parts to create identity
* Presenting and displaying an identity package online/print

***Assignments:****MUSICAL MARKETING CHALLENGE-SELF DIRECTION #1*

**JANUARY-MARCH BREAK

PUSHING THE BOUNDARIES OF SCREEN PRINTING**

* Exploration of the possibilities of screen printing when a second and/or third screen is added to give more options/complexity to the printing experience

**Possible Topics to explore:**
Type vs. Objects
Self Identity
Juxtaposition
Social Message
Awareness
Advertising
Punking Pop Culture

***Assignments:****ADVANCED SCREEN PRINTING CHALLENGE-SELF DIRECTION #2*

**March-APRIL**

INDEPENDENT DESIGN PROJECT: An extended research and presentation based project

* *More Details to come*

**MAY**

 **Final Project: Client meets Designer: Theater Poster Design Challenge**

* Review/ Tutorials of toughest concepts in Adobe CS6 this year
* An overview of poster designs from various sources
* The Designer/Client relationship
* Wener & Schaldemose make the pitch( Production Name TBA)
* Sketching/Concept Building
* Full integration of all traditional/digital skills/processes we have explored this year
* Creation large format poster

**Assignments:**
*Final Theater Poster Print Due date TBA: NO EXCEPTIONS*

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**Evaluation and Studio Expectations:**

**Students and teachers are considered partners in the marking process.**

* Students will always be clearly informed of how any individual project is to be marked, and what the expectations will be. It is the students’ responsibility to inform their teacher if they do not understand what is required. Students will often be asked to participate in the marking of their own work and in the assigning of their own Effort marks.
* When a student creates a work of art, their attitude, and the process and experience of planning and making the art is as important as the final product. Students will therefore be marked on their performance at every stage of the process as well as on the finished piece.

*Letter grades are assigned as required by the Ministry of Education. These are as follows:*

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| **LETTER GRADE:** | **MINISTRY DESCRIPTION:** |
| **A (86 – 100)** | The student demonstrates excellent or outstanding performance in relation to expected learning outcomes for the course or subject/ grade. |
| **B (73 – 85)** | The student demonstrates very good performance in relation to expected learning outcomes for the course or subject/ grade. |
| **C+ (67 – 72)** | The student demonstrates good performance in relation to expected learning outcomes for the course or subject/ grade. |
| **C (60 – 66)** | The student demonstrates satisfactory performance in relation to expected learning outcomes for the course or subject/ grade. |
| **C- (50 – 59)** | The student demonstrates minimally acceptable performance in relation to expected learning outcomes for the course or subject/ grade. |
| **I (below 50)** | In Progress. The student is making progress, but it has been determined that additional time is required to meet the expected learning outcomes for the course, subject or grade. |
| **F (below 40)** | Failed or failing. The student has not demonstrated, or is not demonstrating, the minimally acceptable performance in relation to expected learning outcomes for the course or subject/ grade. |

***In the Visual Arts Program we interpret these Ministry descriptions as follows:***

**A**

You have met the criteria, beyond expectations, in a confident and capable manner.

You have demonstrated your skills and understanding in a unique and creative way.

Imagination and inventiveness is evident in your work.

You have taken risks and explored the media in depth.

You are very self-motivated.

**B**

You have met the criteria in a confident and capable manner.

Your skills and understanding are at the expected level, and you have demonstrated a strong creative process.

Some imagination and inventiveness is evident in your work.

Your explorations of the media meet expectations.

You are self-motivated.

**C+**

You have met the criteria in a satisfactory way.

You have demonstrated adequate skill and technique, but need to give more attention to expectations.

You may be experiencing difficulty with understanding the nature and purpose of this project. If so, you would be wise to explore this with your teacher before moving on.

Your confidence will develop with time, practice, and more focused explorations of media.

**C**

You have met the criteria in a limited way.

Your skills and creative process are inconsistent with expectations.

You are encouraged to give more time and energy to the development of course basics.

You have demonstrated your ability but need to recognize your difficulties and discuss them with your teacher.

**C-**

You have not met the criteria as expected.

You are progressing but require more time, instruction, and focus.

You need to recognize your difficulties and discuss them with your teacher.

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**PROGRAM GUIDELINES FOR ART STUDENTS.**

* Please ALWAYS put your name on all artwork and sketchbooks and keep them in portfolios or assigned storage. Handouts and sketchbooks must be available for possible use in all classes.
* Basic tools and materials will be supplied. You may be asked to purchase a sketchbook. You are required to provide yourself with some form of protective covering such as an old shirt.
* The Art Department has zero tolerance toward any behavior that results, or could result, in damage to the fabric of the studio and its contents, or threatens the safety of any person.
* No studio property may be removed from the studio without written permission from the teacher. Books and Cameras are not loaned for use outside the school.
* All persons using the studio and its materials are responsible for the care, storage and clean up of their own work.
* Please show respect to all art students and faculty, their ideas, their work, their property, their feelings, and their efforts.
* Please show respect for the studio environment, all tools and materials, and the rules that ensure the safety of all who use the studio.
* You are expected to participate and cooperate to maintain a clean, safe and productive studio.
* It is hoped that you will enjoy art class as a relaxing, yet challenging experience, and not allow the social atmosphere of the studio to become an obstacle to your growth as an art student.
* It is hoped that you will treat both frustration and success not as walls, but as bridges, which you cross to explore new ideas and ways of self-expression.
* It is hoped that you experience pride and satisfaction in your work and in the honest effort that you give to creating it. Respect and honour your art, it is a reflection of who you are.