

COURSE SYLLABUS**GRAPHIC DESIGN I**

7140 Principles of Digital Design

7141 Digital Design Graphics

7138 Interactive Media Design

Fall 2022

PROGRAM TITLE: Graphic Design I**DOE CODE:** See above**RECOMMENDED GRADE LEVELS:** 10, 11, 12**PREREQUISITES:** None**HIGH SCHOOL CREDITS:** 3 per semester (6 total per school year)**ELECTIVE INFORMATION:** Counts as a Directed Elective or Elective for all diplomas**HOW WCC CAN HELP MEET GRADUATION PATHWAYS:****Pathway 1**

CTE elective high school credits

Technical Honors Diploma

Pathway 2

Work-Based Learning

Pathway 3

Technical honors diploma

Industry Certification

2 Advanced CTE Courses

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PROGRAM DESCRIPTION: Graphic Design I prepares students for careers in business and industry working with interactive media products and services, which includes the entertainment industries. This course emphasizes the development of digitally generated or computer-enhanced products using multimedia technologies. Students will develop an understanding of professional business practices including the importance of ethics, communication skills, and knowledge of the “virtual workplace.” They are able to create strong page layout compositions using the foundation principles of design, color theory, and typography. Communication skills are emphasized through the study of effective methods used to design commercial products that impart information and ideas and through group critiques. Students gain experience in Creative Suite 6 industry standard software, including Adobe InDesign, Illustrator, and Photoshop. Students are expected to be comfortable working on a computer.

MAJOR LEARNING OBJECTIVES:

1. Perform common computer functions on standard platforms as they apply to digital media to create multimedia presentations.
2. Interpret business law and ethics as they apply to multimedia.
3. Demonstrate visual design fundamentals which are utilized throughout the design process to communicate ideas.
4. Create design solutions that demonstrate skill and understanding of different media processes to communicate ideas and information.
5. Perform basic skills and understand different audio and video processes to be used for multimedia purposes.
6. Model photographic skills for the use in interactive media projects.
7. Incorporate basic programming, animation, and gaming skills to be used in an interactive media project.
8. Reinforce knowledge and skills in media design and production for project planning and project development.
9. Illustrate basic web standards and coding to create web pages.

REQUIRED TEXT/CURRICULUM MATERIALS:

- CS7 Cloud – Adobe Creative Suite
- The Digital Art Technique Manual; Barron’s

INDUSTRY CERTIFICATION AVAILABLE:

Adobe Certification – Illustrator

Testing required. Fees may apply. Qualifies for THD and Pathway Industry-Recognized Certification when paired with InDesign and Photoshop in Year II.

METHODS OF INSTRUCTIONAL DELIVERY:

This course will be delivered using a variety of delivery methods. Lecture, class discussion, lab work, and individual and group exercises and activities will be used to deliver the class material.

EVALUATION METHODS:

- Classroom work
- Lab work
- Adobe certification exam
- Participation and attendance

GRADING CRITERIA:

Assignments are divided into three categories: Classwork (40%), Projects/Assessments (40%), and Work Ethic (20%). Work Ethic includes daily participation and engagement in the class.

GRADING SCALE:

A+	99-100%	C+	78-79%
A	92-98%	C	72-77%
A-	90-91%	C-	70-71%
B+	88-89%	D+	68-69%
B	82-87%	D	62-67%
B-	80-81%	D-	60-61%
		F	59% and below

ATTENDANCE AND DISCIPLINE:

WCC attendance and discipline policies will be followed as detailed in the Student Handbook.

REQUIRED CONSUMABLE MATERIALS AND EQUIPMENT:

- Student kit