COURSE SYLLABUS
GRAPHIC DESIGN II
Fall 2022

PROGRAM TITLE: Graphic Design II
DOE CODE: 5550
RECOMMENDED GRADE LEVELS: 11, 12
PREREQUISITES: Graphic Design I
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	**Pathway 3**
CTE elective high school credits	Technical honors diploma
Technical Honors Diploma	Industry Certification
Pathway 2	2 Advanced CTE Courses
Work-Based Learning	

INSTRUCTOR: Kyle Pryor
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PROGRAM DESCRIPTION: Graphic Design II includes experiences that incorporate a variety of visual art techniques as they relate to the design and execution of layouts and illustrations for advertising, displays, promotional materials, and instructional manuals. Instruction also covers advertising theory and preparation of copy, lettering, posters, and artwork in addition to incorporation of photographic images. Communication skills will be emphasized through the study of effective methods used to design commercial products that impart information and ideas. Advanced instruction includes experiences in various printing processes as well as activities in designing product packaging and commercial displays or exhibits. Second-year students also work on completing their portfolios for presentation to postsecondary institutions and employers. Students go on to a 2-year or 4-year college to major in art, graphic design, or a related area or gain employment in design related fields.

MAJOR LEARNING OBJECTIVES:
1. Choose appropriate visual arts techniques to develop commercial graphic art.
2. Create technical documentation for use in industry.
3. Apply and adapt project management methodology to meet customer needs.

REQUIRED TEXT/CURRICULUM MATERIALS:
- CS7 Cloud – Adobe Creative Suite
- The Digital Art Technique Manual; Barron's

INDUSTRY CERTIFICATION AVAILABLE:
Adobe Certification – InDeign & Photoshop
Testing required. Fees may apply. Qualifies for THD and Pathway Industry-Recognized Certification when paired with Illustrator in Year I.

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 exams
- 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

1.