



COURSE SYLLABUS
GRAPHIC DESIGN II
Fall 2021

PROGRAM TITLE: Graphic Design II

DOE CODE: 5550

RECOMMENDED GRADE LEVELS: 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 High School Diploma = Directed Electives

Pathway 2 Employability Skills = Work-Based Learning

Pathway 3 Postsecondary Ready = CTE Concentrator

Pathway 3 Postsecondary Ready = Industry-Recognized Certification

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 – Illustrator, InDesign, Photoshop (sequence over year I and II may vary)
Testing required. Fees may apply. Qualifies for THD and Pathway Industry-Recognized Certification.

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
- Dual credit course projects and exams
- Adobe certification exams
- Participation and attendance

GRADING SCALE:

A+ 99-100%
A 92-98%
A- 90-91%
B+ 88-89%
B 82-87%
B- 80-81%

C+ 78-79%
C 72-77%
C- 70-71%
D+ 68-69%
D 62-67%
D- 60-61%
F 59% and below

REQUIRED CONSUMABLE MATERIALS AND EQUIPMENT:

- Student kit

CLASS POLICIES:

1. Attend each day.
2. Communicate with your teacher when needed.
3. Put forth a good effort each day.
4. Stay on task.
5. Work well in assigned teams.
6. Do the work assigned.