Graphic Design & Illustration I

Level 2: Student may have explored previously; first pathway specific course

Pathway(s): Design & Multimedia Arts, Digital Media and Communication

Description

This entry level course is for training in the visual communication portion of all media businesses. Students learn about a career in the many kinds of media and graphic design and illustration jobs. Digital photography and working towards the intermediate level use of image editing and drawing programs are strongly focused upon in this class. This is helpful for any future photographer, videographer, animator or advertiser. Students will begin developing a high quality portfolio for college or design school.

Student Learning Outcomes

Industry

1) Analyze how graphic design & illustration professionals interact with other professionals within industry
2) Explore time management techniques used by professionals, noting key habits and best practices of freelance designers as compared with their salaried peers.
3) Explain the impact of technology and industry trends on the careers of graphic design & illustration professionals, including the impact on technical work and business management
4) Research postsecondary institutions in Colorado and other states that offer graphic design and illustration programs

Principles of Photography

5) Analyze the relationship between shutter speeds, f-stop, and ISO settings in determine the exposure of an image
6) Differentiate between different lighting techniques such as strobe lighting, bounce flash, and diffusing devises
7) Develop photo editing skills by using software operations to modify and enhance images
   a. Use layers to manipulate parts of an image independently or remove objects from an image
8) Document photography activity in a photography journal or portfolio.
   a. Use proper measurements and terminology to record camera settings and lighting techniques when capturing photographs in a variety of environments
   b. Describe editing techniques performed using software and the resulting photographs

Principles of Illustration

9) Crate and modify vector illustrations of increasing complexity
10) Apply the principles of design and use advanced software tools such as live trace, creating gradients, transforming objects, etc.

Visual Layouts

11) Use publishing software to create single- and multi-page layouts.
12) Describe the elements of a page layout, including headings, body text, illustrations, frames, color schemes, and white space
13) Identify and use layout tools such as a grid system, guides, margins, columns, gutters, and rows
14) Distinguish among measure and layout terminology such as picas, bleeds, and slugs
15) Create comprehensive layouts properly integrating page layout elements, design principles, and compositional techniques based on a project's theme and the medium of the final product.
16) Apply mathematics concepts and measurement techniques to design and finish layouts
    a. Determining and applying the equivalence between fractions and decimals. Convert a decimal to a fraction to prepare a unit for measurement on a fractional scale to the precision of 1/16 of an inch.
    b. Working with units such as feet, inches, meters, centimeters, millimeters, and picas. For example, convert a dimension from centimeters to inches.
    c. Performing proportionate reasoning to estimate quantities, such as determining the appropriate scale of an image for given sheet size.
17) Apply principles of typography as they relate to layout and page composition in order to appropriately use various forms of type when designing layouts.
18) Employ typography tools to manipulate text within layouts such as threading and flowing text frames.
19) Investigate the use of typography as an expressive form. For example, use text as an image or combine type and image into a cohesive form.
20) In teams, use software to create complex layouts, including multiple-page layouts, large displays, and/or production designs.
    a. Demonstrate consistency of style throughout the design package
    b. Manage the storage of complex files within the selected software environment
21) Understand the connection between digital layouts and final products.
    a. Prepare layouts for production by testing and refining files using pre-flight procedures
    b. Make final products in varying formats

Projects

22) Apply the design process to complete projects of increasing complexity and of varying applications such as print, web, film, and marketing communications
23) Demonstrate the ability to select ad use the appropriate tools and procedures to accomplish project goals
24) Use the critique and refinement strategy as part of the design process to achieve project goals
    a. Present preliminary design ideas in a way that is understandable to an audience using both visual and verbal explanations.
    b. Note constructive criticism received and use it to influence design refinement.
    c. Evaluate the work of others, drawing on design principles and project goals to provide clear, specific, and constructive feedback.
25) Complete a design project in a specific application (i.e., print, web, film, marketing, or other design communications) using multiple software formats.
    a. Select the appropriate software for each specific task and efficiently manage file content

  b. Convert and export files as needed for a given application.

26) Create and implement a work schedule, timeline, and budget for completing a given project.

Business Management

27) Analyze the relationship and responsibilities of various parties involved in a business contract.
28) Write a basic contract for design work, such as a graphic designer's contract with a new business to create a marketing package.

Portfolio

29) List the items that are often included in a professional portfolio.
30) Compile important artifacts to create a digital student portfolio that connects personal career preparation to concepts learned in this course.