Graphic Design & Illustration II

Level 3: Student explored previously; second pathway specific course

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

Description

Design portfolios are expanded upon and improved in this second year of Graphic Design and Illustration. There is study of college art and media programs. More time is spent learning advanced concepts in illustration and the advertising and media business as well as new software programs while continuing to hone skills in image editing and digital photography. Large format printing of projects is common in this class.

Student Learning Outcomes

Professionalism & Ethics in Design

1) Research job descriptions, career information, and online job boards to determine general employability skills and character traits most often mentioned or desired for digital art and design professionals.
2) Examine current and emerging ethical and legal issues related to the digital art and design industry (e.g., copyright, font licensing, piracy, photo manipulation, sustainability).

Career Exploration

3) Research the range of credentials one can earn with advanced study of art and design at the postsecondary level (i.e., technical certification, AAS, AA, AS, BA, BS, MFA, etc.).
4) Investigate both in-state and out-of-state postsecondary programs in a variety of digital art and design fields.

Multimedia

5) Analyze how principles of design converge with digital technology and imagery in motion graphics and multimedia.
6) For a selected multimedia product, explain how the principles of design work in harmony with technical skills such as creating visual layouts, illustrations, and photographs to achieve the final product.
7) Apply the design process to complete advanced multimedia projects of increasing complexity for a range of applications such as print, web, film, and marketing communications.
8) Demonstrate the ability to select and use the appropriate tools and procedures to accomplish project goals.
9) Gather and arrange image, audio, and media for incorporation into comprehensive media projects.

Web Applications

10) Research design constraints affecting the design of graphics and layouts for web devices, including computers and mobile devices.

11) Describe how design processes for the web differ from design processes for print or product creating.
12) Apply illustration, photography, and layout skills to create interactive media for use on the web. For example, create a navigation bar, logo, or banner to incorporate in a web page.
13) Describe the steps involved in creating webpages.
14) Use a content management system or web design software to create a simple informative webpage.
15) Apply the principles of design and composition.
16) Prepare images and illustrations in the proper format for use on the web.

Three-Dimensional Graphics

17) Research and compile examples of digital three-dimensional modeling and graphics created by design professionals in a range of industries, such as entertainment, health sciences, architecture, engineering, aerospace, advertising, and graphic design.
18) Perform multistep procedures in industry software to create three-dimensional models of increasing complexity. Apply design principles, mathematical concepts, and software tools to develop the design, including by not limited to:
   a. Applying surface materials
   b. Creating a background environment
   c. Adding lighting features to create shading and shadow effects
   d. Calculating area, diameter, circumference, and volume for two- and three-dimensional objects employing related geometric terminology
   e. Positioning cameras to set up scenes
   f. Rendering the models to create finished products
   g. Generating videos of three-dimensional models such as walkthroughs or flyovers

Design Projects

19) Apply the design process to complete projects of increasing complexity, combining multiple media to communicate, market, or advertise across different platforms, including print, web, film, and other digital forums, in order to maximize audience reach and reinforce message.
   a. Describe why multiple media are needed to accomplish project goals; specifically, justify why a web-based format is appropriate for one audience whereas a print format is more appropriate for another.
   b. Demonstrate the ability to select and sue the appropriate tools, procedures, and project management techniques to accomplish project goals.
20) 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 explanation.
   b. Note constructive criticism received and use it to influence design refinement.
   c. Similarly, evaluate the work of others, drawing on design principles and project goals to provide clear, specific, construct feedback.
21) Complete a project using multiple software applications.
   a. Determine the appropriate software for each specific task and efficiently manage file content.
   b. Convert and export files as needed for the given application.

Business Management

22) Analyze the components of a professional design proposal.
   a. Describe the purpose of each element of a proposal.
   b. Identify strategies for the designer to use to generate the information contained in each section.
23) Use an online editing tool to develop a professional proposal for a specific project.

Portfolio

24) Update the digital portfolio to reflect the cumulative total of all projects undertaken across the program of study.
   a. Compile information, sketches, photographs, illustrations, layouts, and design projects from each course.
   b. Include artifacts that demonstrate ability to use industry-specific technology.
   c. Select projects from course work that showcase qualifications as a design student.

Postsecondary Programs

1) Determine various postsecondary opportunities available throughout Colorado.
   a. Identify certificate and degree options that exist.
   b. Identify types of job and opportunities of advancement with respective certificates and degrees.

Ethical decision making and laws

1) Exhibit ethical conduct.
2) Apply copyright laws.
3) Model respect for intellectual property.
4) Demonstrate proper etiquette and knowledge of acceptable use policies.

Efficiency

5) Employ planning and time-management skills to complete work tasks.

Advanced understanding of graphic design & illustration

6) Interpret, evaluate, and justify design decisions.

Critiques of design

7) Apply a critical method of evaluation.
8) Communicate an oral or written defense.
9) Identify and demonstrate art elements and principles in designs and illustrations.

Creative design process

10) Create designs for defined applications.
    a. Identify information needed from a client.
    b. Develop a timeline.
11) Use a variety of media and processes to create advanced graphic designs.
    a. Traditional media and processes
    b. Computer generated media and processes
    c. Experimental media and processes
12) Demonstrate an advanced knowledge of vocabulary, materials, and technology used in generating graphic designs.
    d. Typography
    e. Advanced layout skills
    f. Print specific skills
    g. Computer specific skills
    h. Identity systems
    i. Environmental design
13) Identify and apply the visual elements to advanced graphic design problems.
    a. Line
    b. Shape
    c. Value
    d. Texture
    e. Color

      f. Space

      g. 3-D

14) Select, analyze, and compose graphics and layouts that demonstrate an advanced knowledge of visual communication skills.

    a. Use appropriate composition

        i. Balance

        ii. Scale

        iii. Proportion

        iv. Movement

        v. Dominance

        vi. Harmony, rhythm, and repetition

        vii. Unity and variety

    b. Use anatomically appropriate figure drawings.

    c. Use appropriate perspective.

    d. Use the most effective color choices in projects.

    e. Use printing concepts.

15) Use graphic design principles to generate graphics that emphasize self-expression and creativity.

16) Assemble and assess a presentation of your work that demonstrates professionalism.