

# GRAPHIC DESIGN 2

MRS. PAGNINI  
design + photoshop

Graphic Design 2, the concentrator course for the West Park High School Graphic Design program of study, continues the fundamental concepts of effective graphic communication with an emphasis on Adobe Photoshop as a primary design tool. You will participate in the full design process, including brainstorming, conceptualizing, communicating with the client, pre-press production, and collaborative critiquing. You will explore the fundamentals of graphic design theory, layout design, typography, and world experiences in creative problem-solving in the design environment.

## SKILLS & CONCEPTS

**In relation to the California Career Technical Education Model Curriculum Standards for Career Ready Practice, the objectives of this class are:**

- STANDARD 1. Apply appropriate technical skills and academic knowledge.
- STANDARD 2. Communicate clearly, effectively, and with reason.
- STANDARD 4. Apply technology to enhance productivity.
- STANDARD 5. Utilize critical thinking to make sense of problems and persevere in solving them.
- STANDARD 7. Act as a responsible citizen in the workplace and the community.
- STANDARD 8. Model integrity, ethical leadership, and effective management.
- STANDARD 10. Demonstrate creativity and innovation.

**Based on the California Career Technical Education Design, Visual, and Media Arts standards, Students will:**

- Demonstrate mastery of a disciplined design. [A2.2, A2.8, A8.1, A8.2]
- Become fluent with the use of Adobe Photoshop to smartly build, via standard industry specifications, meaningful visual communication [A2.1, A2.3, A8.1, A8.2]
- Constructively critique the work of others from formal, technical, and conceptual frames-of-reference as well as learn how to respond to such criticism and take the necessary steps to improve a project. [A1.1, A1.2, A1.3, A1.4, A1.7, A1.9, A8.4]
- Learn how to organize time and meet deadlines.

## **EXPECTATIONS**

- Come to class daily.
- Use Intervention, after-school and independent work time to compensate for missed time in class to complete all work.
- Utilize time effectively, be organized, and have perseverance.
- Actively and supportively participate in small group and class critiques.
- Demonstrate growth in thinking and design skills over the course of
- Attend class on time every day.
- Meet deadlines by arriving on time and submitting assignments
- Set aside distractions during class.
- Communicate with me whenever you have questions, concerns, need help meeting deadlines, or are feeling overwhelmed. I am here to work WITH you, not against you. We are team, and I am your biggest fan :)
- Participate in ways that make YOU feel comfortable.
- Be willing to make mistakes and learn from them.
- Let me know how I can support you. I want to help, I love feedback and I am here to make sure you are getting everything you need from this class!
- Try YOUR best.
- Have fun!

## **ACADEMIC INTEGRITY**

Students are expected to do their own work. Copying or stealing the work of others, whether on a project, written assignment, quiz or test, is considered plagiarism and is a violation of the school honor code of conduct. Students are expected to understand and observe the rules of fair use and copyright. Any student who plagiarizes will earn a "zero" for the assignment and may be subject to further disciplinary action depending on the seriousness of the incident.

## **MATERIALS**

I will supply any materials that you may need for the class.

Each student will be provided:

- assigned laptop
- mouse
- second computer monitor
- adobe id with access to all adobe apps
- access to printing classwork

<b>60%</b>	<b>projects</b>	A professional portfolio of projects completed during the semester evaluated for application of design theory, demonstration of technical skill, and overall concept and quality.
<b>40%</b>	<b>Classwork</b>	Participating during class, and completing in class assignments.

## **GRADING SCALE**

Your grade will be determined according to the following grading scale.

<b>90 - 100%</b>	<b>A</b>
<b>80 - 89.9%</b>	<b>B</b>
<b>70 - 79.9%</b>	<b>C</b>
<b>60 - 69.9%</b>	<b>D</b>
<b>50 - 59.9%</b>	<b>F</b>

## **LATE WORK**

Missing assignments are a zero. Turning in something is better than nothing in the grade book! Did you finish half the project? Turn it in for partial credit!

I will give full credit for assignments up until 1 week after they are due. After they are 1 week late-they will then be worth 50% credit.

Turning something that in that is missing is better than receiving a zero (even it if it is over a week late)

## **ABSENCES**

Absent? Email me immediately! You will get extensions on any absence that is excused. Missed one day? You get a one day extension. Two days? Two day extension, etc.

## **OFFICE HOURS**

After school is best! Chat with me so we can arrange a time. Don't hesitate If you need help, let me know ASAP!

## **PROJECT GRADES**

Not happy with your project grade? Take the feedback given to you during the critique, improve your project and resubmit the assignment to receive a higher grade, up to 100% on the project.

## **PHONES**

Phones are not allowed in class, not even for music. Phones will go into the "phone jail" and remain there the entired class period.

Each unit focuses on how photoshop is used by professional graphic designers. Units consist of daily lessons and classwork, and a project at the end of the unit assesses the skills learned throughout the unit. Units will vary in length throughout the semester

**1** photo editing

**2** photo manipulation

**3** logo design

**4** product

**5** digital art

**6** gifs

**7** website mockup

**8** get creative

UNITS