

# Advanced Graphic Design

Course Content # 48.52800

This is the third level course in graphic design, and requires creative problem solving. Student growth develops from a solid understanding of elements and principles of design. Students will continue to work toward Industry Certification, and will take an End of Pathway Exam.

## Unit 1: Professional Practices

- A. Goal Setting
- B. Emerging Technologies/Apps
- C. File Management/Workflow
  - 1. File Formats & Resolution
  - 2. Raster/Vector
  - 3. Thumbnails, Rough, Camera Ready
- D. Review Copyright/Ethics
- E. Client/Designer Contracts
- F. Job Ticket, Pricing & Billing Practices
- G. Unit Summary Questions

## Unit 2: Design & Illustration

- A. Elements and Principles of Design
- B. Thumbnails, Rough, Camera Ready
- C. Typography
- D. Page Layout -Notepad Setup (InDesign)
- E. Review Color Separations
- F. Vector Art -Illustration (Illustrator)
  - 1. Logo Design
  - 2. T-Shirt Designs
- G. Critique/Unit Summary Questions

## Unit 3: Movie Poster/DVD

- A. Review Elements/Principles of Design
- B. Review Typography
- C. Thumbnails, Rough, Camera Ready
- D. Poster History/Advertising
- E. Photoshop Tutorials
- F. Movie Poster Design
- G. Movie DVD Package Design
- H. Critique/Unit Summary Questions

## Unit 4: Digital Photography

- A. Historical Photographers Presentation
- B. Basic Photography Skills
  - 1. DSLR vs. Point-n-Shoot Cameras
  - 2. Shutter Speed, Aperature, ISO
  - 3. Photo Composition Principles
- C. Practice Photography Skills
- D. Alphabet Photography Project
- E. Image Editing-Advanced Photoshop
- F. Color Correction/Composite Halftones
- G. Critique/Unit Summary Questions

## Unit 5: Booklet Project

- A. Vocabulary/Research Designers
- B. Dummy
- C. Imposition
- D. Signature
- E. Advanced InDesign
- F. Reader's Spread
- G. Printer's Spread
- H. 16-Page Booklet Design & Layout
- I. Critique/Unit Summary Questions

## Unit 6: Event Poster Design

- A. Poster Design Research/Advertising
  - B. Thumbnails, Rough, Camera Ready
  - C. Target Audience
  - D. Photography for Poster
  - E. Photoshop/Illustrator Tutorials
  - F. Poster Design (Fall or Spring Event)
  - G. Critique/Unit Summary Questions
- Optional:  
Event Ticket Design -Illustration Skills

## Unit 7: Production & Output Processes

- A. Safety Review
- B. Project Production
  - 1. Digital Printing-notepads, business cards, posters, booklets, etc.
  - 2. Sublimation & Vinyl
  - 3. Screen Printing
  - 4. Live Work
- C. Bindery & Finishing
- D. Unit Summary Questions

## Unit 8: Advertising Design

- A. Thumbnails, Rough, Camera Ready
- B. Target Audience
- C. Creative Design Brief
- D. Brand Development & Logo Design
- E. Package Design (label/box)
- F. Critique/Unit Summary Questions

## Unit 9: Employability Prep/PORTFOLIO

- A. Guest Speakers
- B. Career/Post-Secondary Requirements
- C. Marketing Strategies/Research
- D. Self-Marketing
  - 1. Logo/Brand Development
  - 2. Collateral & Promotional Materials
- E. Job Packet
  - 1. Job Search
  - 2. Application
  - 3. Creative Resume
  - 4. Cover Letter
  - 5. Interview Preparation
  - 6. Follow-Up Letter
- F. Portfolio Development
  - 1. Traditional
  - 2. Digital -Website Design
- G. Self-Reflection & Critique
- H. End of Pathway (Certification) Exam
- I. FINAL EXAM

## INSTRUCTOR INFO:

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Complete 3 units  
& pass an End of  
Pathway Exam to  
receive a national  
industry certification  
from GAERF.

PRINT  
ED

## ONLINE RESOURCES:

**Quizzes/Review:** [quia.com/profiles/abaynes](http://quia.com/profiles/abaynes)  
**School Website/Blog:** [mceachernhigh.org](http://mceachernhigh.org)  
[mceacherngraphics.weebly.com](http://mceacherngraphics.weebly.com)  
**Assignments/Feedback:** [edmodo.com](http://edmodo.com)  
**Remind:** text @mrsbaynes to 81010

## CLASS SUPPLIES

**Required:** USB/Flash drive, pens, pencils  
**Recommended:** sketch book, markers  
(sharpies), colored pencils, 1" ring  
notebook, and sheet protectors

*Work Ethics will be evaluated weekly  
according to rubric provided.*

*"Dress for Success" will be Wednesday of  
each week, and will count as extra credit.*

