GRAPHIC DESIGN

...put your

creativity to work

PAGE LAYOUT

VECTOR ART

LOGOS

POSTERS

T-SHIRTS

ADVERTISEMENTS

Syllabus

John McEachern High School
Graphics & Design Department

2400 New Macland Road • Powder Springs, Georgia 30127
Phone: 770.222.3710 x035 • Fax: 770.222.3712
Alicia Baynes, Instructor • alicia.baynes@cobbk12.org

Dear Students,

Welcome to Graphic Design at McEachern High School. I have put together a program that will give you an opportunity to expand your skills through independent projects in areas that interest you most. I will expect you to be present, work every day, and approach this course with a serious attitude. If you make this commitment, I guarantee you will produce work you will be proud of.

I thank you for selecting Graphics as an elective and hope you will enjoy the class. This handbook will introduce you to the program and to the expectations. My basic expectations are that you work hard, be nice to people, and show respect! This class will offer you the chance to discover the world of creative digital media. You will be introduced to the processes and the careers of the graphics industry. If you choose to continue in the program, you will gain some highly marketable skills in a tremendously exciting industry.

Another opportunity that you have is to be creative, use your imagination, and use your own ideas. There are many digital resources for you to use in order to help you create and form ideas for your projects. However, it takes motivation and a desire to do well on your part. I can teach you the skill, but I cannot create your ideas for you.

Your commitment to this program is putting many opportunities at your fingertips and I hope to help you make the most of these. I know you are looking forward to learning many new things, and I am ready to meet the challenge.

Sincerely,

Alicia Baynes

Print[ED]

An Industry Certified Program since 1998

General Information

Instructor:

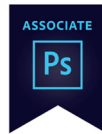**Mrs. Alicia Baynes**
Adobe Certified

McEachern High School
Graphics & Design Department
Location: CT 108

☎ 770-222-3710 x035

✉ alicia.baynes@cobbk12.org

Office Hours

T/TH - 3:30-4:00pm

ASSOCIATE Ai

ASSOCIATE Ps

PROFESSIONAL VISUAL DESIGN

Resources

Class Website/Blog:
mceacherngraphics.weebly.com

Student Assignments - CTLS:
ctlslearn.cobbk12.org
Assignments, materials/resources, and feedback - all in ONE place.

Review/Quizzes/Tests:
CTLS Assess
QUIA - quia.com/profiles/abaynes

Remind Code:
Located under CLASS BOARD in CTLS

Linkedin Learning:
Software Training

Class Supplies

Required:

• Sketchbook or Drawing Paper
• Drawing Supplies such as pencils, pens, markers, colored pencils, erasers, etc.
• Notebook Paper

Optional:

• USB Flash Drive
• Shirts or Hoodies for Screen Printing

Course Description

Graphics & Design:
What's It All About?

Graphic Design is the process of communicating visually using typography and images to present information.

McEachern's Graphic Design course will provide students with an introduction to the principles of graphic communications and its place in the world. Students will learn to use computers effectively, thus providing a foundation for successfully integrating their own interests and careers within their lives, with the resources of a technological society.

By the end of this course, students will understand Adobe Illustrator well enough to create digital advertising on their own. Students will understand the steps of design development, how to choose and work with typography, printing processes, and how to create designs like a notepad, business card, poster, book, etc. from idea to final product. We will explore the exciting, vast employment opportunities within Graphic Communications. Students will also start their online portfolio of work to share with parents and friends. They will learn to self-manage and stay on task with class work to meet deadlines. The self-discipline learned will lay the groundwork to being a successful graphic designer if they so choose!

Students have the option to complete **two pathways** within Graphic Design to become industry certified. Upon completion of the first Graphic Design pathway, students will take the Adobe Illustrator Certification Exam. Upon completion of the Graphic Communications pathway, students will take the Adobe Photoshop Certification Exam. The skills learned will benefit them in many areas of life going forward; from software and cloud computing proficiency, learning to be a self-directed learner, design skills, employability skills, and more.

This program is all about communication and collaboration. As new technology emerges, communication takes on new meanings. Once publishing pretty well meant words on paper, but today, a great deal of information is published in digital format. We will publish work together online to share your work with other students, and authentic audiences in the design industry. Students will learn to collaborate in online teams, in a constructive way, to solve design problems as if they are already in the workplace.

Are YOU looking to get involved?

If so, check out the McEachern Graphics website for more information about the following clubs:

SkillsUSA
A national organization for Career Tech
NTHS
(National Technical Honor Society)
THE NATIVE
McEachern's Art & Literary Magazine

Graphics and Design
How will my grade be calculated?

Employability Preparation **10%**
assesses career preparation, time on task, proper use of technology, academic integrity, and general work ethics .

Formative Assessments **40%**
consists of assignments given during class such as daily work, small projects, vocabulary, and exit tickets.

Summative Assessments **40%**
includes written/performance tests and major project grades. Each project grade is derived from a combination of project completion, craftsmanship, creativity/design, use of typography, and the ability to follow directions. Students willingness to correct identified weaknesses will provide opportunities for grade improvement.

Final Exam **10%**
assesses cumulative information for the entire year that includes a written exam and a portfolio.

UNITS OF STUDY:	5 POINT Grading Rubric
• Digital File Preparation • Color Theory & Branding • Careers & Employability Skills • Health & Safety • Typography • Design, Layout & Output • Image Editing • Portfolio	5 = Exemplary/Exceeds 4 = Accomplished 3 = Promising 2 = Developing 1 = Beginning 0 = No Evidence

Synergy (gradebook)

M = missing assignment, can still be turned in or reassessed
 I = incomplete
0 = not attempted, refused to complete, or deadline has passed

(Academic Integrity: Cheating. including sharing work, will result in a zero)

What Software Will We Use?

We will use the Adobe Creative Suite apps. Students will concentrate mainly on Illustrator mastery. You will use Office 365 for access to Microsoft apps. We will use many other digital resources including the LINKEDin Learning (Lynda) platform for video tutorials on Adobe software training.
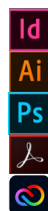
• Adobe Indesign
• Adobe Illustrator
• Adobe Photoshop
• Adobe Acrobat
• Adobe Express

• Microsoft Word
• Microsoft Powerpoint
• One Drive
• LINKEDin Learning
• And more!

Your login for Adobe and Microsoft will be your Office365 login:
firstname.lastname@students.cobbk12.org

Please be patient with technology issues...

SCAN ME

SCAN QR CODE FOR LOGIN
Log in: CCSD student ID number
4 DIGIT PIN: Birth Month + Birth Day
For example: April 14 = 0414

Right click on "Start Menu" and click on "System" in pop-up menu to open "System" window

To get this info: Click on the , About This Mac

Minimum System Requirements to Run Adobe

PC: Windows 7 SP1 or Windows 10 (64-bit only)
CPU: Intel Core 2-Duo / AMD Athlon
Memory: 8 GB of RAM
GPU: 1 GB of VRAM
Free storage: 2 Gb
Monitor resolution: 1024 x 768
Internet connection

MAC: macOS 10.13 (High Sierra)
CPU: Multicore Intel processor with 64-bit support
Memory: 8 GB of RAM
GPU: 1 GB of VRAM
Free storage: 2 GB
Monitor resolution: 1024 x 768
Internet connection

EXPECTATIONS

❶ **BE RESPONSIBLE** and abide by all rules as outlined in the McEachern High School handbook.

❷ **BE ON TIME** and **PREPARED** for class with necessary materials > pencils and paper are used daily!

❸ **RESPECT OTHERS** and their property.

❹ **FOLLOW CLASSROOM PROCEDURES** -eating/drinking is NOT permitted in the lab. **ASK FOR TEACHER PERMISSION** before using any equipment, getting supplies out of storage areas/ cabinets, going to the restroom, or to get water.

❺ **USE EQUIPMENT APPROPRIATELY** -Notify the teacher if anything is wrong at your computer station or with equipment so it can be repaired immediately. All graphics materials, internet, and equipment are to be used in an appropriate/safe manner or lab privileges will be evoked.

❻ **ASK FOR HELP & TRY YOUR BEST!** Assignments will be posted in CTLS so that you can work at your own pace. I will expect QUALITY work from all students. I expect you to apply newly learned concepts to your designs and demonstrate thoughtful execution of projects.

❼ **STAY FOCUSED & BE PRODUCTIVE!** You should treat your school hours as if you had a job. Complete only projects for graphics during class.

❽ **MAINTAIN A PROFESSIONAL ATTITUDE** - The lab will function similar to a business! You will need to behave in a mature and responsible manner. There should be no disrespect, profanity, bullying, or harassment. I expect you to display character by cooperating and working as a team. Please remain seated until the bell rings. You will be evaluated on those types of employability skills daily!

In other words...

"JUST DO RIGHT!"

General Safety Rules to Follow AT ALL TIMES:

1	One operator per machine - NO EXCEPTIONS. Students may be assigned to the same station, but only ONE person will have the resposibility of operating the equipment.
2	The lab will be kept clean and organized.
3	Secure loose clothing and long hair before working in the lab area.
4	All jewelry, (necklaces, rings, bracelets, and watches) should be removed when in the lab.
5	Horseplay will NOT be permitted under any circumstances! Practical jokes can lead to accidents.
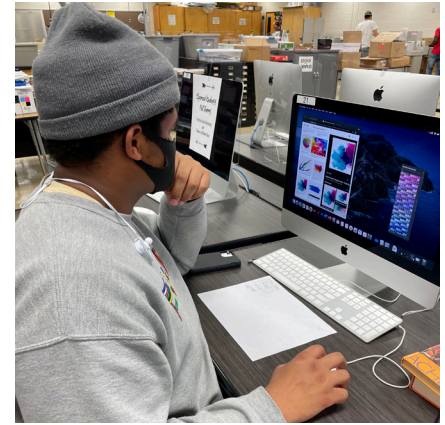
Is There a Future For YOU in this Industry?

The world of design and printing is the 2nd largest occupational group in the U.S. Most people do not realize the impact and job potential available to students. This industry is continuing to grow, which means doors are opening for new people, new talent, and fresh ideas.

MAKE-UP WORK – REASSESSMENT

IT IS VERY IMPORTANT THAT YOU ATTEND CLASS DAILY!

Please communicate with me if there are barriers to meeting the course load. We can overcome hurdles if I am aware of the issues and we work together.

You will be allowed to make up missed work! During your absence, review CTLS to see what you've missed. If you begin to fall behind, turn in your incomplete work rather than taking a zero! Deadlines will be posted along with each assignment on the CTLS calendar.

REASSESSMENTS WILL BE ALLOWED. Students must discuss necessary steps for improvement prior to reassessment. This process will be explained in more detail at the beginning of the semester.

COMMUNICATION IS EVERYTHING

* Extra Help

Reach out to your teacher by email to schedule one-on-one time. I MAY reach out to YOU to set an appointment if your assignments inform me that it would benefit you! These appointments will be a combination of F2F and via ZOOM. The teacher may also schedule small group work. Do not fall behind, we have a lot to cover!

Please take advantage of this opportunity if you are having issues with an assignment, I'm here FOR YOU!

email me: alicia.baynes@cobbk12.org

CONSEQUENCES

Students are expected to follow procedures listed within the syllabus and the McEachern school handbook.
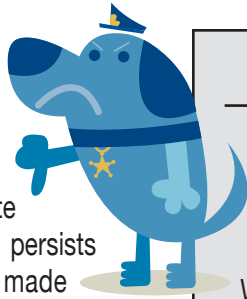
Conduct: The date of any inappropriate behavior will be noted. If the behavior persists after being addressed, a call will be made home. An <u>N</u> on the report card and a negative point on your Work Ethics grade will result. Failure to correct inappropriate behavior may result in further disciplinary action. Consequences are tracked to insure fairness in discipline and for grading purposes.

Inappropriate Behavior:

First Offense: Verbal Warning

Second Offense: Detention

(failure to serve detention = parent contact)

Third Offense: Detentions, Restricted Permissions, Teacher Conference, and/or Parent Contact

No Change in Behavior:

Parent/Teacher conference with adminstration
Admin Referral - Saturday School/ISS/OSS

Detention:

A student who is assigned detention will be provided the date and reason for the reprimand. A student will be given at least 2 days to serve. Students will report to the assigned school location for the assigned time, and sign-in with personnel on duty.

Additional detentions will be assigned for longer periods of time. Classroom detention consists of sweeping, cleaning sinks, cleaning supplies or whatever task needs to be completed.

IMPORTANT TIPS

There is NEVER "nothing to do"
THERE IS ALWAYS TIME TO...
- draw thumbnail sketches for new ideas
- practice with the Adobe software
- complete additional online tutorials

WORK ETHIC/EMPLOYABILITY

· Behavior · Attitude · Attendance ·
· Respect · Time Management ·
· Accountability · Flexibility ·

When you come to class you will be reporting "to work." As you would with a job, be prepared, maintain an attitude of respect towards others, yourself and your instructor at all times. Just like a real job, attendance is important and there is to be no "sleeping on the job." If you know that you will not be at work, please notify your employer and be responsible for completing what you miss.

Your responsibilities include: being cooperative, showing initiative, and integrity; both with others and academically.

The most important aspect of your performance is your ATTITUDE! Your attitude in life will determine your success in all areas whether financial, educational, social or personal.

ACADEMIC INTEGRITY

COPYRIGHT & PLAGIARISM- Do not copy and paste anything from the internet or other media without using quotation marks and giving full credit to the author. We will learn about usage rights early in this semester so you will know how to use other's work without infringing on copyright laws. Sharing answers with others is considered cheating and will not be tolerated. **Basically, do your own work!**

"CAN'T HIDE THAT INDIAN PRIDE!"

Winners create their own luck through PRIDE in their work each day!

Preparation

Responsibility

Integrity

Dedication

Effort

THE NATIVE
McEachern's Art & Literary Magazine

Consider joining THE NATIVE to help produce this year's edition of the magazine to highlight our students' creative talent. Our club offers opportunities to experience a real world graphic design projects over and above those offered in class.

SKILLSUSA

SkillsUSA is a national student organization for Career Technology classes that offer opportunities for leadership development and competitions. Contests for graphics include: Advertising Design, Photography, Screen Printing, T-Shirt Design, Pin Design, and more!

More info to come about meeting times and dates.

DUES amount will be posted in class!

What is Industry Certification?

PrintED is administered by the Printing & Graphics Association, MidAtlantic (PGAMA), and is a national certification process based on industry standards for high school graphics courses. Students who stay in the program to complete at least 3 units/semesters of study, and pass the End-of-Pathway exam, will receive certificates and potentially college credit. For more information: https://www.piag.org/printed

McEachern Graphic Design is certified in 3 areas:

❶ INTRODUCTION TO GRAPHIC COMMUNICATIONS
❷ GRAPHIC DESIGN
❸ SCREEN PRINTING

Students can also earn Adobe Certification
The certification validates basic, entry-level skills in Graphic Design & Illustration corresponding to Adobe Illustrator & Photoshop software.

https://certiport.pearsonvue.com/Certifications/Adobe/ACA/Overview

COURSE PATHWAY INFO

Introduction to Graphics & Design:
Pre-requisite for additional Graphics classes and includes beginning information in areas of printing processes, careers, safety, design, layout, image-editing, computer illustration, digital printing, and bindery/finishing.

Graphic Design & Production: Level 2 includes color theory, branding/corporate identity, cover designs, print production processes, screen printing shirts, and GABest Employability Skills progress towards diploma seals.

Advanced Graphic Design: Level 3 includes units on design, photography, advanced digital imaging techniques, and many more creative projects. Students complete the GABest Employability Skills course and work toward their SkillsUSA Graphic Design End-of-Pathway Exam certification!

Graphic Output Processes: Level 4 includes "live work" projects, output, screen printing, multi-color production, advanced portfolios, and more. Students complete the GABest Employability Skills course and complete their Adobe Creative Suite software training. Upon completion students will be given the opportunity to become Adobe Certified!

What Does a Graphic Artist Do?

- Advertising
- Animation Design
- Bindery
- Customer Service
- Environmental Design
- Estimator
- Exhibit & Display Design
- Graphic Design
- Illustration
- Infographics Specialist
- Interactive Design
- Manager
- Multimedia
- Packaging Design
- Photography
- Pre-Press
- Press/Digital Operator
- Printing/Publishing
- Production Artist
- Sales
- Screen Printing/Signs
- Technical Rep
- Typeface Design
- UI/UX Design
- Video Game Design
- Video Production
- Web Design

TEACHERS + STUDENTS = One Team 4 Student Success in Graphic Design

McEachern High School
WORK ETHICS EVALUATION FORM

STUDENT NAME: _____   **Week:** _____

Grading Scale **> 100** Exceeds Expectations **>90** Meets Expectations **<85** Needs Improvement **<75** Unacceptable	Exceeds Expectations	Meets Expectations	Needs Improvement	Unacceptable	
Work Ethics Trait	Point Score				
	12	10	5	0	
Attendance (Punctuality): Attends class; arrives/leaves on time; notifies instructor in advance of planned absences: completes assignments on time; takes exams at scheduled times; completes exams within scheduled time limits.					
Character: Displays loyalty; honesty; trustworthiness; dependability; reliability; initiative; self-discipline; self-responsibility; academic integrity; and responsibility.					
Teamwork: Respects the rights of others; respects confidentiality; is a team worker; is cooperative; is assertive; displays a customer service attitude; seeks opportunities for continuous learning; demonstrates mannerly behavior. Respects rights of others; demonstrates mannerly behavior in interactions with students and instructor.					
Appearance: Displays appropriate dress; grooming; hygiene; and etiquette; follows rules; respectful of others in written and oral communication.					
Attitude: (Critical Thinking): Demonstrates a positive attitude; appears self-confident; has realistic expectations of self; demonstrates problem-solving skills; ability to reason; able to troubleshoot; uses technical support systems appropriately.					
Productivity: Follows safety practices; conserves materials; keeps work area neat and clean; follows directions and procedures; makes up assignments punctually; participates; completes all online and off-line requirements for the course in a timely manner; accesses online course materials regularly.					
Organizational Skills: Manifests skill in prioritizing and management of time and stress; demonstrates flexibility in handling change.					
Communication: Displays appropriate nonverbal (eye contact; body language) and oral (listening; telephone etiquette; grammar) skills; contacts instructor to report problems; asks appropriate questions related to assignments; interacts with instructor and other students in discussion board.					
Cooperation: Displays leadership skills; appropriately handles criticism; conflicts; and complaints; demonstrates problem-solving capability; maintains appropriate relationships with supervisors and peers; follows chain of command.					
Respect: Deals appropriately with cultural/racial diversity; does not engage in harassment of any kind in person or in written and oral communication.					
SUBTOTAL					

TOTAL SCORE ☐