

Graphic Design & Production

Course Content # 48.56200

This is the second level course in graphic design and is completely project based. Students will gain experience in creative problem solving, and will have an opportunity to begin working toward Industry Certification. Rotation groups will be assigned for screen printing, and collaboration for projects is encouraged!

Unit 1: Digital File Preparation

- A. Current Technologies
- B. File Management (Workflow)
 - 1. Saving Files
 - 2. Create Folder Structure
 - 3. Organization
- C. File Formats
- D. Review Raster/Vector
- E. Line Art/Continuous Tone
- F. Stages of Layout
 - 1. Thumbnail Sketches
 - 2. Rough/Dummy Layouts
 - 3. Camera Ready Copy
- G. Notepad Project
- H. Page Layout – Syllabus Design
 - 1. Columns, Grids, Gutters, & Margins
 - 2. Text Wrap & Text Flow
 - 3. Heading & Subheadings
 - 4. Drop Cap
 - 5. Bleed
 - 6. Imposition
 - 7. Measurement
- I. Vector Art – Live Trace
 - 1. T-Shirt Designs
 - 2. Logo Designs
- J. Unit Summary Questions

Unit 2: Color Theory

- A. Vocabulary
- B. Color Surveys/Videos
- C. Color Wheel
- D. RGB vs. CMYK
 - 1. Spot/Process
 - 2. Additive/Subtractive
 - 3. Opaque/Transparent
- E. Pantone
 - 1. Coated
 - 2. Uncoated
- F. Color Harmony
- G. Color Separations
 - 1. Offset/Digital
 - 2. Screen Printing
 - 3. Trapping
 - 4. Registration
 - 5. Performance Exam
- H. Advertisements
 - 1. Critique
 - 2. Design
- I. Setup of 2-Color Projects*
- J. Color Theory Test
- K. Unit Summary Questions

Unit 3: Production & Output

- A. Equipment Safety
- B. Paper/Ink Properties
- C. Notepads*
- D. Screen Printing (group rotations)*
 - 1. Image Area
 - 2. Non-Image Area
- E. Bindery/Finishing Techniques*
- F. Unit Summary Questions

Unit 4: Branding & Corporate Identity

- A. Creative/Design Brief
- B. Stages of Layout (Thumbnails, Rough, Camera Ready)
- C. Logo Design
- D. Collateral Materials (Letterhead, Business Card, Envelope)
- E. Multi-Page Document
- F. Promotional Products
- G. Professional Presentation
- H. Unit Summary Questions

Notes:

* Station Teaching Groups

The areas noted with an asterisk are taught as rotations. Students will be assigned to one of the groups of 4-6 students each, and then rotate through each station until all units are complete. Screen Printing groups (t-shirts) will take approximately 12 classes to complete.

CLASS SUPPLIES

Required: USB/Flash drive, pens, pencils, minimum of ONE T-SHIRT

Recommended: markers (sharpies), colored pencils, 1" ring notebook, hoodies/sweatshirts, extra t-shirts

Unit 5: Employability Preparation

- A. Guest Speakers
- B. Dress for Success (weekly)
- C. Employability Skills Evaluation (Each 6 Weeks)
 - 1. Clean Up
 - 2. Lab Management
 - 3. Integrity
 - 4. Honesty
 - 5. Accountability
 - 6. Time Management
- D. Career Research
- E. Job Packet
 - 1. Resume
 - 2. Cover Letter
 - 3. Application
- F. Portfolio
 - 1. Research Portfolio Options
 - 2. Create Portfolio File Structure
 - 3. Develop a Digital Portfolio
- G. Self-Reflection & Critique
- H. Unit Summary Questions
- I. FINAL EXAM

INSTRUCTOR INFO:

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ONLINE RESOURCES:

Quizzes/Review - QUIA: www.quia.com/profiles/abaynes

School Website/Blog: www.mceachernhigh.org

Assignments/Feedback: www.edmodo.com

Text Reminders - Remind: text @mrsbaynes to 81010

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

