



Southern Lehigh School District

High School Syllabus

Computer Graphics 2013-2014

Course Description:

Creating successful designs requires certain technical as well as creative skills. COMPUTER GRAPHICS introduces computer design skills with page layout, digital imagery, and vector graphics through demanding creative solutions to assignment problems. Student assignments will include but not be limited to corporate identities, logos, poster design, ticket design, cover design, and CD layout design. Students will work on MacIntosh computers utilizing the Adobe Creative Suite software which include Adobe Illustrator, Adobe Photoshop, and Adobe InDesign. Student real-world designs are utilized for the school's Program of Studies booklet, graduation tickets, and the graduation awards ceremony.

This course satisfies the PA Arts and Humanities Standards. This is a FULL YEAR CLASS.

Course Content:

Students will be completing 3-4 projects each marking period. Projects, which may include but may not be limited to, designing a book, developing a corporate identity including logo design and corporate letterhead, developing a written and illustrated brochure, designing advertisements for both newspaper and magazines, map design, drawing, and designing cards. Students will be expected to learn a comprehensive working knowledge of In-Design, Illustrator, and In-Design software and how to seamlessly incorporate projects between software. Students will learn the art of scanning and digital photography for use in their projects as well as in other publications.

Through use and discovery, students gain familiarity with the art problem solving process. Students engage in active art research while utilizing emerging technologies. The comparison between existing and contemporary technologies sparks creative inspiration and understanding of graphic design work as well as its aesthetics, criticism and history.

Studio Projects may include but may not be limited to:

- logo design
- ticket design
- poster design
- typography
- cover design
- map design
- label design
- animation
- keynote design
- vector graphics
- raster graphics

- scanning
- packaging
- digital retouch
- digital photography

Required Textbooks and/or Other Reading/Research Materials

The graphic design book guides student understanding of graphic design work as well as aesthetics, criticism and history.

The Non-Designers Design Book by Robin Williams.
Peach Pit Press, 2004 – second edition.

Students will use, but will not be limited to, the following reference materials:

Various graphic design books
 Various videos and films
 Various graphic art magazines and publications
 Various web links
 Teacher generated handouts
 Teacher generated visual aides

Course Requirements:

Students are expected to:

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| Complete | <ul style="list-style-type: none"> • Projects as per deadlines • In-Class reading of various design magazines and publications • Handouts and class work as assigned • Homework assignments punctually as assigned |
| Engage in | <ul style="list-style-type: none"> • Class work, discussions, critiques, & games • Personal expression exploring various media • Discovery using the visual art problem solving process • Practice to refine design skills and knowledge • Research and inquiry for learning and growth • Experimentation and inquiry to experience success and failure in building artistic character, style and traits • Review, refine and edit work • Comparing and contrasting their work with master designers • Personal Responsibility for missed work in the event of an absence. <p>Please refer to the policy in the student handbook for timelines to make up missed work and tests.</p> |
| Display | <ul style="list-style-type: none"> • Proper classroom and computer lab behavior • Proper use and care of materials and studio • Proper citizenship and respect of teacher and peers |

Grade Components/Assessments:

40% - 60% Project Grades, Tests, & Reports

20 - 40% Class Participation, In-Class computerwork on Projects, Critiques, Games, etc.
and how the student handled time usage and materials while working on the project

10 - 20 % Homework Assignments, Sketch Assignments, Research, Handouts

Project Rubric points will vary per project and will include but not be limited to the following categories:

- Creativity (merging of idea origination, related research, material usage and technique)
- Visual Impact (the finished project's presentation and "WOW" factor)
- Content (how the student utilized the art structures and elements, within the project, as well as the creative endeavor and the assigned elements)
- Craftsmanship, (quality of the project execution and presentation)

Each marking period is worth 20% of a student's overall grade. The midterm and final exam are each worth 10% of a student's overall average:

Quarter 1	20%
Quarter 2	20%
Midterm	10%
Quarter 3	20%
Quarter 4	20%
Final	10%

Required Summer Reading/Assignments:

NONE