

**TAMALPAIS UNION HIGH SCHOOL DISTRICT
Larkspur, California**

Course of Study

Advanced Graphic Design

I. INTRODUCTION

Advanced Graphic Design, like Beginning Graphic Design, is a one-semester Fine Arts elective course intended for students motivated to expand their artistic skills in the area of design. This course not only focuses on the elements of art and principles of design but also on how they integrate with text to convey meaning. Using a variety of media from traditional to computer related, students develop expressive, technical and cognitive skills in the use of image design as a means of communicating ideas or information. This course enhances the Fine Arts offerings beyond Art Explorations by integrating design, drawing and painting, printmaking, photography and computers; it allows the Beginning Graphic Design student to expand the knowledge and skills learned in the first semester by working with new media and creating new projects. Of all the Fine Arts classes, the Graphic Design classes most directly relate to the workplace. The Advanced Graphic Design class helps the student prepare a portfolio that exhibits both depth in an area of his choice and breadth.

This course addresses the following Tam2000 goals:

- * provides the opportunity to realize individual potential and acknowledges the diversity within our student body
- * fosters personal responsibility, risk taking and experimentation
- * allows for learning that the quality of the experience may be as important as the outcome
- * allows for learning that individual expression is integrated with our complex, rapidly changing, multi-cultural world
- * flexibly structures active learning that promotes the growth of "whole" students and their integration with the community at large
- * offers school-to-career opportunities through the acquisition of commercial design and computer skills

This course addresses the following Student Learning Outcomes:

Outcome 3. Use technology as a tool. . .to communicate ideas.

Outcome 5. Apply mathematical knowledge and skills to analyze and solve problems.

Outcome 11. Interpret, experience, create and/or perform artistic work.

Outcome 12. Demonstrate school-to-work/post secondary transition skills and knowledge.

This course also addresses the University of California course standards for Visual and Performing Arts classes. It provides students with an experience in the arts

that includes the Department of Education's Visual and Performing Arts Standards: artistic perception, creative expression, historical and cultural context, aesthetic valuing and connections, relations and application.

II. Student Learning Outcomes.

As is the case with the Beginning Graphic Design class, students engage in a series of projects with parameters defined by the teacher so that they can:

1. understand that graphic design is a problem solving process
2. practice working in client-to-individual designer and client-to-design firm relationships
3. consider a wide range of possibilities for an assignment by using preliminary sketches of several options before developing a final product
4. understand the role that visual communication plays in our society by critiquing contemporary examples of professional graphic design
5. compare and evaluate professionally created examples of design on the basis of the elements of art and the principles of design
6. understand the professional options and the career paths available in the field of graphic design
7. understand the change and development of the aesthetics of graphic design over the course of the past century.

Each project will be clearly delineated in advance with appropriate rubrics to help guide students' work and self-evaluation. Projects will require the student to work in a client-to-individual designer or client-to-design firm relationship with the teacher or other design professional serving as the client. Projects will include the following:

1. Type (lettering)

- * integrate type and text in a design for a product label, book cover or poster using PhotoShop and a layout program
- * use type as a textural element in a page design
- * as a team, create a type (font.)

2. Illustration.

- * render an illustration of their own choosing in at least three different media.
- * orally critique the merits of those media and the appropriateness of each in different design applications (annual report, magazine article, etc.)

3. Information Design

- * given numerical data, render the information in a chart or graph that both shows clarity and visual interest.
- * orally critique the merits of the choice of information design (pie chart, bar graph, etc.) and the its appropriateness for different design applications.

4. Portfolio Students will assemble a portfolio of their work from both the Beginning and Advanced Graphic Design classes that shows proficiency in several media, including design software, comprehension of several design concepts, ability to create several design projects, and particular depth in an area of their choice.

III. ASSESSMENT. Student and Course assessment are identical to that of the Beginning Graphic Design class.

A. Student Assessment

The teacher will give the students a course grade based on:

- * evaluation of individual and group projects using criteria established and communicated at the beginning of each project
- * media skill proficiency based on examples of excellent, acceptable and deficient work shown at the beginning of each project
- * personal creativity as demonstrated by ability to produce various options at the beginning of the planning phase and to evaluate which options can lead to a successful final work
- * adherence to deadlines

To a lesser extent the student's grade may also reflect:

- * demonstrable ability to react productively to suggestions
- * appropriate choice of material and methods within the established parameters of an assignment
- * studio work habits including respect for teacher and fellow students as demonstrated by comments about other's work and reaction to comments from others
- * prompt and regular daily attendance
- * following studio rules concerning materials, equipment and clean up

B. Course Assessment

The effectiveness of this class will be assessed using a variety of information, including:

- * maintaining student examples of class projects
- * feedback from students, both informal and in survey form administered at the time of teacher evaluations
- * informal feedback from non-department members based on student work in hall displays
- * district teachers' collective assessment of samples of student work
- * feedback from visiting design professionals and art school admissions personnel, when possible

IV. Methods and Materials

A. Methods

- * teacher's presentation of both professional and student generated design
- * teacher's demonstration of technique for various media, such as collage, pen and ink, and principles, such as layout and composition
- * teacher's explanation of principles of design and elements of art
- * student lead oral critique of examples of professional design that student brings to class
- * teacher lead oral critique of examples of professional design that teacher

brings to class

- * in class group projects
- * in class individual projects
- * refining of student work using layout or image enhancing computer programs
- * oral critique of classmates' and own work
- * lessons of history of design using slides, books, magazines or Internet
- * field trips to galleries, museum and print studios or design firms
- * classroom presentations of professional designers
- * presentations from post-secondary art schools about career paths in graphic design

B. Materials

Students will use a variety of materials which may include:

pencil and butcher paper for 'brain storming'

pen and ink

tempera paint

watercolor paint

gouache

casein paint

ink markers

colored pencils

pastels

charcoal

collage

construction paper for cut outs

various weights of paper for painting and pastel drawing paper

Bristol board

QuarkExpress

Adobe PhotoShop

C. Technology

The use of computers is an integral part of some assignments in Advanced Graphic Design and optional in others.

V. GENERAL INFORMATION

Advanced Graphic Design is a five credit course open to all students who meet the prerequisites.

A. Prerequisites

Successful completion of Art Explorations and Beginning Graphic Design or by teacher approval of student portfolio

B. Requirements met

This course may be used in partial fulfillment of the two semester Fine Arts graduation requirement or general elective credit. It provides an opportunity to demonstrate proficiency in Outcome 11.

At this date, this course is not accepted towards the "a-f" requirements for UC admissions nor towards California State University requirements.

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