

TAMALPAIS UNION HIGH SCHOOL DISTRICT  
Larkspur, California

Course of Study

**GRAPHIC DESIGN (Beginning)**

I. INTRODUCTION

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. Its purpose is to focus on the elements of art and principles of design and how they integrate with text to convey meaning. Using a variety of media from traditional to a fine-arts based mixed media and printmaking, students develop expressive, technical and cognitive skills in the use of image design as a means of communicating ideas or information. Beginning and Advanced Graphic Design relate to the workplace; presentations are chosen and assignments are structured to prepare students for a career in design.

This course addresses the following Tam 21<sup>st</sup> Century goals:

Student Success: Prepare our students for lives of personal, academic, and professional growth, achievement, and fulfillment.

Provide opportunities for, and encourage students to, demonstrate individual and collective responsibility, creativity, productivity, and initiative through class, school and community projects and experiences.

II. STUDENT LEARNING OUTCOMES

A. Students will:

Outcomes #1: Communicate articulately, effectively and persuasively when speaking and writing.

Outcome #11: Appreciate, interpret, experience, create and/or perform artistic work.

Outcome #12: Demonstrate school-to-work/postsecondary transition skills and knowledge.

B. Content Standards:

This course addresses the following Visual Arts standards (state and national):

#### ARTISTIC PERCEPTION

1. Students will create, analyze and discuss their original personal alphabet artwork in terms of personal direction and style using the vocabulary of the elements and principles of design.

#### CREATIVE EXPRESSION

2. Students will create a logo which identifies a restaurant and is used on its menu and take-out label which demonstrates an advanced proficiency in communicating an idea, theme or emotion.

#### HISTORICAL AND CULTURAL CONTEXT

3. Students will identify contemporary styles and discuss the diverse social, economic and political developments reflected in a printmaking project using Andy Warhol as an artist who exemplifies these qualities.

#### AESTHETIC VALUING

4. Students will apply various art-related theoretical perspectives to their own works of art and the work of others in in-depth classroom critiques, where the elements and principles of art are discussed and students will help each other improve their technique and vision through sharing and understanding.

#### CONNECTIONS, RELATIONSHIPS APPLICATIONS

5. Students will compare and contrast works of art, probing beyond the obvious and identifying psychological content found in the symbols and images. An example of this is the study of contemporary magazine ads to understand marketing strategies on various populations.

#### B. Students will:

1. Produce a body of work which incorporates the following art elements: scale, texture, color, line, form, balance, volume, movement, light, positive/negative space, rhythm, repetition and variation, contrast.
2. Correctly use the vocabulary of art elements as it relates to design as communication.
3. Learn to create a concept to amplify content, while also developing sensitivity to typography, symbolism, language, and text.
4. Define the hierarchy of information through the ordering of elements into a comprehensive visual unity.
5. Experience a simulated client/designer relationship to express student's creativity while solving a design problem for someone else.

6. Exhibit respect for the studio as a community or workers through responsible clean up and cooperative working methods.
7. Responsibly use and care for art materials and tools.

### III. ASSESSMENT

#### A. Student Assessment

Each instructor will develop his/her own grading system and communicate it to students. However, the following factors will be included:

1. Classroom participation, demeanor, and utilization of time management skills
2. Prompt and regular class attendance
3. Respect for the studio environment
4. Written and verbal tests
5. Critique by instructors and peers
6. Portfolios
7. Participation in public display
8. Verbal and written reflections
9. Effective use and completion of assignment rubrics

#### B. Course Assessment:

This class will be assessed by students, administrators and staff of the Tamalpais Union High School District through observations and surveys.

Use of annual administrative observation and student survey as established for teacher observation with student survey questionnaire.

Use of instructor designed end of semester student questionnaire.

#### IV. METHODS AND MATERIALS

##### A. Methods

The specific format for this course will vary in order to utilize the unique talents of teachers and the community to respond to the diverse range of students who elect the course. However, each class will provide the following:

1. Direct experiences involving a variety of art media
2. Lecture, demonstration and critiques by instructor
3. Visual resources such as video tapes, slides, readings and demonstrations
4. Opportunities for recognition through participation in class and school exhibitions

##### B. Materials

Students may use a variety of materials, such as paper, cardboard, ink, watercolor, paint, charcoal, lino-print, mono-print, and mixed media.

##### C. Technology

Students and instructors will use digital cameras, classroom, site, and home computers, digital scanners, and LCD projector to record artwork, assemble research information, prepare and present work.

##### D. School to Career Goals

Graphic Design by its very nature, involves school to career. Most projects are intended to be done for a client. We will look at professional design work, and have professional speakers when possible.

##### E. Suggested Instructional Time Allocation

Graphic Design is a one semester course, approximately eight projects will be included each semester.

#### V. GENERAL INFORMATION

##### A. Prerequisites

Art Explorations: One semester

B. Graduation Requirements

Successful completion of the course earns five units and fulfills one half of the district's 10-unit fine arts graduation requirement. This course is accepted towards the "f" requirement for U.C. admissions. It is also accepted in partial fulfillment of the CSU and UC one year of Fine Arts requirement.

C. Sequential Course Offerings

Advanced Graphic Design expands on the skills and concepts of the preceding course by increasing complexity, sophistication and further personalization of the curricula.

A.P. 2-D Design- A one year course in two-dimensional media for college credit, requires a portfolio for assessment (score of "3" or higher required to receive college credit. May be taken after one year of Graphic Design, however, it is recommended that students also take Drawing/Painting 1-4 before submitting a portfolio for acceptance into this course.

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