

Graphic Design

Course Syllabus

Mrs. Brockmoller

Room 401

Description: 1 Semester

Course Description- Graphic Design is a term used to express visual communication. It requires discipline, computer skills and an extensive design vocabulary. This class is an introduction of basic art elements, principles of design and typography. It emphasizes the designing process and communication principles. Students will learn how to use Adobe Photoshop, Adobe Illustrator and Adobe Indesign. This class will help students learn effective ways to communicate visually through their work and verbally during critiques.

Course Objectives. After completing this class, students will be able to: define, understand and apply the basic art elements and design principles; contribute effectively during critiques; have a basic knowledge of typography, Adobe Photoshop, Adobe Illustrator, Adobe Indesign and learn how to interact with a client in a professional manner.

Grading Policy- This class will follow the grading scale located in the student handbook. The class will be graded in the following areas:

Quarterly Grading

Formative Assessments 45%

Summative Assessments 35%

Participation 20%

Semester Grading

1st Semester: Quarter 1= 45% Quarter 2=45% Final =10%

2nd Semester: Quarter 3= 45% Quarter 4=45% Final =10%

Cheating or Plagiarism will not be tolerated. Each student is responsible for doing his or her own work. Students who violate this policy will be subject to receiving a zero for the assignment, test, quiz or examination. Students who continue to cheat or plagiarize may be subject to further discipline. (See student handbook for more information)

Referencing is not plagiarism. It is the key to improving yourself as an artist. Copying something or making something too similar to someone else's work and calling it your own is plagiarism.

What is referencing? Referencing is collecting effective designs. It is being inspired by another artist's process, not their final result. Note: all reference materials will be turned in after every project.

Classroom Rules.

*Be in class...*you can't learn or earn a grade if you aren't here.

Be on time... in the world of design timing and deadlines are key. If you are late, the client will find someone new. A great way to show respect to a client is by respecting their time.

*Be attentive...*pay attention and be involved in class. The way we get better is by learning from mistakes, whether they are our own or others.

*Be honest...*cheating or plagiarism will be graded with a zero.

Be respectful... to other people and their views.