

Course Syllabus for Graphic Communication 2

Course Title: Graphic Communication 2

Instructor: Cary Haakenson

Text: Pagemaker 6.5; Adobe Photoshop 7.0 ; Adobe Illustrator 10

Prerequisite: successful completion of Exploratory GraphCom and/or Ex. Drawing and Sketching

Course Purpose:

Graphic Communication 2 is a graphics course offered to students with an artistic background who are interested in exploring careers in graphic design and/or desktop publishing. In this course students will learn the basics of graphic layout and design. Students will use Adobe Photoshop and Adobe Illustrator to manipulate images obtained through digital photography and scanning.

Course Outcomes:

The students will:

1. use computer technology to generate quality graphics for printing.
2. generate printed materials using Adobe Illustrator and Adobe Photoshop.
3. manipulate scanned and digitally photographed images.
4. produce printed materials using Adobe Illustrator and Adobe Photoshop.
5. learn about career opportunities in graphic arts and printing.

Course Goals:

The goals of this course are to:

1. give students the opportunity to discover and develop their skills/talents relative to graphic arts.
2. give students opportunities to explore graphic arts as a potential career.

Related Careers: graphic designer (printing), graphic designer (TV), desktop publishing

Course Outline:

Unit 1: Review of PageMaker

- Review of PageMaker tools

Number of days: 1

S.O.: none

D.O.: none

W.S.S.: none

Unit 2: Introduction to Adobe Photoshop

In this unit the students will:

1. learn how to open new Photoshop files.
2. learn the functions of and how to use the various selection, drawing, and editing tools in the toolbox.
3. use viewing options to enlarge and reduce the display of an image
4. work with palettes

Number of days: 5-7

S.O.: 4, 6, 7

D.O.: 5.2, 5.3, 5.4, 6.1, 6.3

W.S.S. - A1, A3, B3, B5, B6, B7, C4

Unit 3: Introduction to Adobe Illustrator

In this unit the students will:

5. learn how to open new Photoshop files.
6. learn the functions of and how to use the various selection, drawing, and editing tools in the toolbox.
7. use viewing options to enlarge and reduce the display of an image
8. work with palettes

Number of days: 5-7

S.O.: 4, 6, 7

D.O.: 5.2, 5.3, 5.4, 6.1, 6.3

W.S.S. - A1, A3, B3, B5, B6, B7, C4

Project 1 - Portrait update

- A. Selecting an appropriate piece of art which lends itself to the project
 1. Faces must face forward
 2. Artwork must be resizable (e.g., American Gothic)
- B. Scanning in artwork and self-photo
 1. Size photograph to fit that of the artwork
 2. Use appropriate selection tool to create clipping paths

Number of days: 10

D.O. - 2, 5, 6

S.O. - 1.1, 5.3, 5.4, 6.1

W.S.S. - A.12.1, .12.3, B.12.3, B.12.5, B.12.6, B.12.7, C.12.4

Project 2 - Designing a restaurant menu

A. Determine the theme for the menu

1. Theme must be for an “upscale” restaurant
2. Research for appropriate items for each part of the menu

B. Prepare an accurate sketch of the menu

1. Determine the color of the paper
2. Choose a color scheme
3. Select a suitable font
4. Choose or design appropriate graphics
5. Have sketch approved before beginning your work

C. Format and write text

1. Plan what will be: bolded text, indented, italicized, leaders
2. Choose appropriate point sizes

D. Acquiring graphics

1. Scanned graphics may be used (be aware of copyright laws)
2. Digital pictures may be imported
3. Web graphics are not allowed

E. Printing and assembling the finished product

1. Finished pages are to be laid out in correct order (back-to-back, etc)
2. Final product is to be laminated and stapled

Number of days: 15-20

D.O. - 2, 3, 4, 5, 6

S.O. - 1.1, 3.1, 5.2, 5.3, 5.4, 6.1, 6.2

W.S.S. - C.12.1, C.12.4, C.12.5, C.12.6

Project 3: Designing a brochure

A. Determine a theme for the brochure

1. The brochure can be for a department in the school, a travel brochure, etc.
2. Determine if the it will be a bi-fold or tri-fold brochure
3. Choose a color scheme for the paper and fonts to be used
4. Decide on the types and number of pictures and/or graphics to be used

B. Develop a working sketch

1. Select appropriate font and font sizes
2. Draw an accurate sketch, including color indicators and font sizes
3. Indicate picture/graphic placement

C. Create the brochure

D. Acquire graphics

1. Use digital camera
2. Import pictures and/or graphic

Number of days: 20

S.O. - 2, 3, 5, 6

D.O. - 1.1, 4.1, 5.3, 5.4, 6.1, 6.2

W.S.S. - A.12.3, B.12.1, B.12.3, B.12.7

Project 4: Creating a thematic annual calendar

- A. Determine the theme and general layout of the calendar
 1. Brainstorm ideas
 2. Research availability of graphics for theme
- B. Preparing a detailed sketch of the calendar
 1. Indicate “special days”
 2. Determine if faded background will be used
- C. Selecting fonts and color schemes
 1. Determine appropriate font style and size
 2. Base font size and color on readability factor
- D. Set up the master page template
- E. Acquire graphics: scanned, imported, and/or digital
- F. Printing and assembly of calendar

Number of days: 20-25

D.O. - 2, 5

S.O. - 1.1., 5.3, 5.4, 6.1, 6.2

W.S.S. - C.12.1, C.12.4, C.12.5, C.12.6

Instructional Strategies

1. Lecture: (10%)
2. Discussion/demonstration (20 %)
3. Guided practice: (70%)

Grading and Percentages:

Project work - 70%

Quizzes - 10%

Culminating Activity - 20%

APPENDIX :

COURSE: GRAPHIC COMMUNICATION 2
INSTRUCTOR: CARY HAAKENSON

Unit 1 Review of PageMaker

Unit 2 Introduction to Adobe Photoshop

1.2 Apply the problem-solving process to challenging situations

3.1 Recognize the need to be a life-longer learner

5.2 Explore technologies

5.3 Produce products by using current technology

5.4 Produce products with high quality standards

6.1 Follow verbal and written direction

6.2 Communicate clearly and precisely

Unit 3 Introduction to Adobe Illustrator

1.1 Apply the problem-solving process to challenging situations

3.2 Recognize the need to be a life-longer learner

5.5 Explore technologies

5.6 Produce products by using current technology

5.7 Produce products with high quality standards

6.3 Follow verbal and written direction

6.4 Communicate clearly and precisely

Project 1 – Portrait Update

1.1 Apply the problem-solving process to challenging situations

5.3 Produce products by using current technology

5.4 Produce products with high quality standards

Follow verbal and written direction

Project 2 – Restaurant Menu

1.1 Apply the problem-solving process to challenging situations

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Project 3 – Brochure

1.1 Apply the problem-solving process to challenging situations

5.3 Produce products by using current technology

5.4 Produce products with high quality standards

6.1 Follow verbal and written direction

6.2 Communicate clearly and precisely

Project 4 – Thematic Annual Calendar

1.2 Apply the problem-solving process to challenging situations

5.5 Produce products by using current technology

5.6 Produce products with high quality standards

6.3 Follow verbal and written direction

6.2 Communicate clearly and precisely

WISCONSIN STATE STANDARDS

Unit 2

A12.1 Contrast the increasing complexities of technology with its ease of use

A12.3 Explain why decisions regarding the use of technology are dependent on the situation, application, or perception of the group using it

B12.1 Identify and explain the ways technological systems have evolved and will continue to evolve to satisfy human needs and desires

B12.3 Explain how enterprises apply technological systems for generating wealth by providing goods and services

B12.5 Asses the impact new and improved products and services have had on the quality of life; explain how the development of new tools, materials and processes is necessary to maintain and improve high productivity and quality

B12.6 Show how new knowledge is usually, by design or otherwise, an outcome of technological activity that contributes to the exponential growth of technological knowledge

B12.7 Explain how new and higher quality products require new and higher quality materials and processing techniques

C12.4 Select materials and other resources for a technological design and develop practical solutions

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Project 2

C12.1 Implement and evaluate strategies to solve technological problems that are likely to be successful

C12.4 Select materials and other resources for a technological design and develop practical solutions

C12.5 Identify constraints present in a given technological processes

C12.6 Design and/or create solutions that are functional, aesthetically pleasing, demonstrate quality, have value greater than the investment, and meet a societal want or need

Project 3

A12.3 Explain why decisions regarding the use of technology are dependent on the situation, application, or perception of the group using it

B12.1 Identify and explain the ways technological systems have evolved and will continue to evolve to satisfy human needs and desires

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Project 4

C12.1 Implement and evaluate strategies to solve technological problems that are likely to be successful

C12.4 Select materials and other resources for a technological design and develop practical solutions

C12.5 Identify constraints present in a given technological processes

C12.6 Design and/or create solutions that are functional, aesthetically pleasing, demonstrate quality, have value greater than the investment, and meet a societal want or need