

Course Syllabus for Graphic Communication 3

Course Title: Graphic Communication 3

8/05

Instructor: Cary Haakenson

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

Prerequisite: successful completion of GraphCom 2

Course Purpose:

Graphic Communication 3 is a graphics course designed for students who are interested in pursuing a career in graphic communication. Students will enhance their skills in producing quality graphics using state of the art software programs used in the field of graphic art and design.

Course Outcomes:

The students will:

1. demonstrate their desktop publishing skills to produce quality graphics for printing.
2. generate full color documents using Adobe PageMaker, Adobe Illustrator and Adobe Photoshop.
3. apply their knowledge to produce graphics that demonstrate their comprehension of correct layout and design techniques.
4. learn about career opportunities in graphic arts and printing by working special projects with the Mission Advancement Office whenever possible.

Course Goals:

The goals of this course are to:

1. help students develop their God-given talents in the field of graphic design.
2. give students opportunities to explore printing and graphic arts as potential careers.

Related Careers: graphic designer (print), web design, graphic designer (TV)

Course Outline

Unit 1: Review of Illustrator and Photoshop

- Review of Illustrator and Photoshop tools and commands

Number of days: 5 – 10

S.O.: none

D.O.: none

W.S.S.: A3, B5, C6

Unit 2: Product Design

Project 1 - Magazine Ad

- Generate a magazine advertisement for a new product
- Create a complete sketch of the product
- Determine fonts to be used
- Select all graphics to be used in the ad
- Assemble the product

Number of days: 15 - 20

S.O. - 2, 5

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

W.S.S - B6, B7, C4, C6

Project 2 - New Cereal Box

- Concept development
- Develop a complete sketch of the new product
- Determine color scheme, fonts to be used
- Acquire all graphics to be used
- Write and format all text for each panel of the box
- Generate the finished product.
- Assemble complete box

Number of days: 20 - 25

S.O. - 2, 3

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

W.S.S. - A.3, B6, C6

Project 3 - Christian Poster

- Concept development
- Generate a complete sketch of the poster, indicate final size
- Determine color scheme to be used and style of text

- Select and acquire graphics
- Assemble, print poster, and laminate poster

Number of days: 15 - 20

S.O. - 2, 3, 6

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

W.S.S. - A.3, B.6, C.6

Project 4 - Watch Project

- Selection of illustration to copy - must be a frontal view
- Create a template for the project
- Use separate layers for each major part
- Use process colors only when applying color
- Change all fonts used to objects

Number of days: 15 - 20

S.O. - 2, 3, 6

D.O. - 1.1, 5.3, 5.4

W.S.S. - A3, B6, B7, C4, C6

Project 5 - Illustration Project

- Review several sample types of illustrations for ideas
- Select material to illustrate
- Acquire the graphics
- Make templates
- Using various tools draw the illustration(s)
- Use correct layers
- Import into PageMaker
- Print one copy on the color jet printer, then laser jet for final copy to hand in for grading

Number of days: 20

S.O. - 2, 3, 4, 6

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

W.S.S. - A3, B6, B7, C4, C6

Project 6 - Book Cover Design

- Concept development
- Make a complete sketch of your design
- Select color schemes and font sizes and styles
- Acquire/create graphics
- Format and write text - proofread carefully

Number of days: 15 - 20

S.O. - 2, 4, 5, 6

D.O. - 1, 3, 5, 6

W.S.S. - B5, B6, C6

Instructional Strategies

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

Grading and Percentages:

Project work - 70%
Quizzes - 10%
Culminating Activity - 20%

APPENDIX:

COURSE: GRAPHIC COMMUNICATION 3

INSTRUCTOR: CARY HAAKENSON

Unit 1 Review of Adobe Illustrator and Photoshop

Unit 2 Product Design

Project 1- Magazine Ad

- 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

Project 2 – Cereal Box

- 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
- 6.2 Communicate clearly and precisely

Project 3 – Christian Poster

- 1.1 Apply the problem-solving process to challenging situations
- 4.1 Use their gifts for the good of God's kingdom in service projects
- 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 – Watch Project

- 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

Project 5 – Book Illustration Project

- 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
- 6.2 Follow verbal and written direction
- 6.2** Communicate clearly and precisely

Unit 3 Book Cover Design

- 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
- 6.2 Communicate clearly and precisely

WISCONSIN STATE STANDARDS

Unit 1

- A3 Explain why decisions regarding the use of technology are dependent on the situation, application, or perception of the group using it
- B5 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
- C6 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

Unit 2

Project 1

- B6 Show how new knowledge is usually, by design or otherwise, an outcome of technological activity that contributes to the exponential growth of technological knowledge
- B7 Explain how new and higher quality products require new and higher quality materials and processing techniques
- C4 Select materials and other resources for a technological design and develop practical solutions
- C6 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 2

- A3 Explain why decisions regarding the use of technology are dependent on the situation, application, or perception of the group using it
- B6 Show how new knowledge is usually, by design or otherwise, an outcome of technological activity that contributes to the exponential growth of technological knowledge
- C6 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

- A3 Explain why decisions regarding the use of technology are dependent on the situation, application, or perception of the group using it
- B6 Show how new knowledge is usually, by design or otherwise, an outcome of technological activity that contributes to the exponential growth of technological knowledge
- C6 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 4

- A3 Explain why decisions regarding the use of technology are dependent on the situation, application, or perception of the group using it
- B6 Show how new knowledge is usually, by design or otherwise, an outcome of technological activity that contributes to the exponential growth of technological knowledge
- B7 Explain how new and higher quality products require new and higher quality materials and processing techniques
- C4 Select materials and other resources for a technological design and develop practical solutions
- C6 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 5

- A3 Explain why decisions regarding the use of technology are dependent on the situation, application, or perception of the group using it
- B6 Show how new knowledge is usually, by design or otherwise, an outcome of technological activity that contributes to the exponential growth of technological knowledge
- B7 Explain how new and higher quality products require new and higher quality materials and processing techniques
- C4 Select materials and other resources for a technological design and develop practical solutions
- C6 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 6

- B5 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
- B6 Show how new knowledge is usually, by design or otherwise, an outcome of technological activity that contributes to the exponential growth of technological knowledge