

Graphic Design II Syllabus

RCAS Policies/Procedures

Students will be required to follow all RCAS policies and procedures. To view the RCAS High School Student Handbook, click [handbook](#).

Course Description

Do you have a flare but don't know what to do with it? Do you constantly imagine how things could be redesigned more effectively? Take what you learned in Graphic Design I and 'step it up a notch!' Explore advanced design methods, page layouts, typography, color theory, and design principles and elements. Create amazing projects, learn about various forms of published media and explore legal and ethical issues along with career opportunities in the world of design.

Grading

Points shall be awarded for assignments, projects, discussions, daily work/participation, and tests. Points will be awarded and collected cumulatively through the semester.

Textbook

N/A

Reading

N/A

Optional Reading

N/A

Instructional Resources

GMetrix, BrainBuffet and Teacher demonstrations

Essential Questions

GD 2-1 Develop an Awareness of Career Opportunities and Professionalism in Graphic Design

- How employability skills help tasks progress
- Recent changes and trends in graphic design
- Why laws exist to protect media and people
- How, as social norms progress, design trends evolve

GD2 2 Apply design fundamentals

- Why do I have to apply Principles of design, (e.g., balance, rhythm, proportion, balance, grid theory, typography, white space, point, line, shape, and symmetry)
- How does color affects mood and project tone
- How do tints, tones and shades create additional color effects
- Why are there different color models, modes, and gamuts
- What is a color schemes
- What are design principles as they apply to Graphic Design

GD2 3 Apply techniques used in creating print media

- Why are printing formats, such as papermaking, self-publishing, mediums (e.g., heat transfer) such a big deal
- How do font styles influence how messages are perceived by consumers
- How does the intended audience and client needs affect layout and techniques applied

GD2 4 Create graphic media

- How do I implement the process of design
- How do I utilize graphic media tools

GD2 5 Create graphic media product

- How do materials impact design and publication
- What are the math and science concepts routinely used in graphic design
- Why does the product design process requires research, preparation and multiple steps
- Why is there a relationship between product desired and tools needed
- What cost factors drive publishing media

Essential Learning Intentions

GD 2-1 Develop an Awareness of Career Opportunities and Professionalism in Graphic Design

- Identify personal creative talents
- Identify technical/graphic design talents
- Research employment opportunities and related career pathways
- Investigate trends associated with graphic design
- Self-assess employability skills
- Complete a web quest on legal issues related to digital animation
- Research instruction and forms for registration of a graphic design product with Copyright Office
- Obtain formal permission for use of an art form, design or photograph in a graphic design publication

GD2 2 Apply design fundamentals

- Translate colors on a color wheel between models
- Construct artwork using color schemes
- Using appropriate tools, draw a still illustrating organic shapes
- Identify negative space in various works of art
- Select textures for a study in fashion or interior design
- Paint a watercolor illustrating movement
- Draw linear perspective illustrations to depict proportion
- Develop a presentation to illustrate or describe color principles

GD2 3 Apply techniques used in creating print media

- Write a paper on selected printing processes
- Print color separations for a poster
- Create sublimation transfer for products
- Create a design just using type
- Identify and assess design based on client requirements
- Create a thumbnail sketch for advertising layout
- Design a PSA Poster for a local issue

GD2 4 Create graphic media

- Classify target audiences for various businesses

- Construct questions for a client interview
- Sketch design illustrating customer requirements
- Tour a newspaper or print shop to see negatives being printed
- Create a brochure using publishing software
- Etch a rubber plate to use in ink transfer design

GD2 5 Create graphic media product

- Calculate size of printed materials to print billboard
- Research online photo lab and identify finishes and materials in which photos can be printed
- Identify and describe the differences among watercolor, oil and acrylic
- Paint on canvas or print vinyl sign
- Use mockups to incorporate self-created graphics and designs