Graphic Design II

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 design 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 1 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.

Textbook:

None

Required Resources:

"Limited Choice" Resources: (students will be asked to choose at least one title from this list)

Student Choice:

Will student be asked to choose additional reading material from the classroom or school library?

No

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 are 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

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

GD2 3 Apply techniques used in creating print media

- 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 agency or print shop to the inner workings
- Create a brochure using publishing software

GD2 5 Create graphic media product

- Calculate size of printed materials for a variety of scales
- Research online photo lab and identify finishes and materials in which photos can be printed
- Print vinyl sign
- Use mockups to incorporate self-created graphics and designs