

## Graphic Design 2

### 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:

This course will allow students to understand and critically evaluate the role of media in society. Topics of interest include the investigation of visual images, printed material and audio segments as tools of information, entertainment and propaganda. Students will evaluate skills in relation to mass media as well as recognize various techniques for delivery related to computer arts.

### Textbook:

N/A - No district purchased curriculum

### 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:

- What careers are in Computer Arts?
- What laws and ethics impact Media Arts?
- Why demonstrate professional skills and knowledge?
- Why is appropriate file structure and naming conventions important?
- How to handle equipment properly and safely?
- What is color theory and design principles?
- What are the fundamentals related to graphic design?
- How to produce media for distribution using phases of production?
- How to incorporate the basic use of HTML and CSS?

### **Essential Learning Intentions:**

- Evaluate personal connections for the academy and determine their pathway.
- Investigate career opportunities.
- Identify local career opportunities.
- Demonstrate ability to implement and create ethical media by producing a media product.
- Demonstrate appropriate file structure and naming conventions.
- Use hardware associated with Arts, AV Technology and Communications
- Use appropriate terminology specific to Arts, AV Technology and Communications equipment
- Exhibit basic skills in operating equipment
- Investigate color theory and design principles
- Explore fundamentals related to graphic design
- Utilize bitmap editing and vector graphics software to create graphics
- Create and publish media to external sources.
- Determine the proper format, render for a specific end use of media and publishing.
- Combine all raw media footage into a cohesive product and submit.