**GRAPHIC DESIGN**
San Leandro High School
Ms. Reinerio

YOU ARE EMBARKING on the study of something entirely new....**CREATIVE THINKING.** Remember when you first learned how to ride a bike. It wasn't easy. You fell off or crashed and had to get up and try again. **Perseverance** paid off, now riding a bike is second nature. **Learning to tap into your hidden creativity** will be easier if you're willing to **try new things, even if you fail!** and **let go of negative judgement**—that part of you that says *you're not creative!*

### Course Description

*Creativity allows you to thrive in an ever changing world and unlocks a universe of possibilities. With enhanced creativity, instead of problems you see potential, instead of obstacles you see opportunities, and instead of challenges you see a chance to create breakthrough solutions.*
—**Tina Seelig,** author of *InGenius: A Crash Course on Creativity*

### *How would you design eyeglasses if we didn't have ears?*

In this introductory Graphic Design course, students will enhance their **creativity** as they experience the **occupation of a graphic designer** by engaging in the DESIGN PROCESS —developing and presenting creative ideas that fit the parameters of a given job...logos, business cards, CD covers, etc. Budding designers will cultivate their **self-expression**, building **visual communication skills** as they **solve problems** manipulating hand tools and computer applications in the Adobe Creative Suite: Illustrator, InDesign and Photoshop. Graphics students will leave high school equipped with the skills to compete in an expanding, innovation-driven, global economy—**creativity, communication, and problem-solving talent.**

### Objectives

*Students will be able to...*
- Express original ideas by pushing beyond the first solution (**creativity**).
- Use images to communicate ideas (**visual communication skills**).
- Enhance **conceptual problem-solving skills** through regular creativity practice.
- Recognize **dedication** and **perseverance** as key ingredients in outstanding achievement.
- Conceive and develop solutions from **thumbnail sketches** to final art.
- Implement **design principles** to help with the construction of graphic design projects.
- **Collaborate in teams** to brainstorm and solve design problems.
- Demonstrate basic proficiency with industry-standard **graphics software**.
- Build a **professional portfolio** showcasing your work in class (keep all work).
- Appreciate what it takes to achieve success in the **career world**.

### Grades

are based on a point system. Points are earned...

*If I'm not taking risks, I feel uncomfortable, because I'm not learning.*
—**Madison Mount,** IDEO designer

- **ASSIGNMENTS** *(100 points each)* evaluated by assignment-specific **design rubrics** FYI...grades/points drop if assignments are LATE: *for example,* B+ > B; **NO LATE ASSIGNMENTS WILL BE ACCEPTED AFTER 2 WEEKS** unless pre-arranged!

- **Do Nows** (3pts. ea.); **Exercises** (10-50pts. ea.); an occasional **Quiz** (10-70pts. ea.)

*The real risk isn't failing, it is not trying.*
—**Owen Rogers,** IDEO designer

- **WEEKLY PARTICIPATION** *rewards attendance, punctuality, productivity/participation* **2 potential points PER DAY x 5 days = 10 points per week** *if milestones are achieved.*
  - > This is a **Career Technical Education**(CTE) **class** that gives students an experience of being **on the job,** therefore **on-time attendance is CRUCIAL!** Much like a job, if you are not there you will not get paid. If you are frequently late, you risk being fired. BE FOREWARNED, **excessive absences/tardies will severely impact your grade!**
  - > NO regular HOMEWORK so **productive use of class time** is CRITICAL...NO EXCUSES! AND REWARDED! > *earn/retain music privileges by completing weekly milestones.*

- **CLASS PERFORMANCE**, *quarterly grade based on cumulative weekly participation points*, *evaluates individual improvement, effort, productivity and commitment to the job...*
  90-95 = outstanding participation, productive use of class time; NO CUTS!
  80-89 = satisfactory participation, productive use of time, sometimes off-task
  70-79 = work habits NEED IMPROVEMENT! infrequent participation; often off-task
  60-69 = UNACCEPTABLE work habits! needs constant reminders to stay focused/participate
  10-59 = SIGNIFICANT loss of class time due to CONSTANT absences / tardies

- **MAKE-UP WORK:** missed class for any reason? **YOU ARE RESPONSIBLE** for getting what you missed! *See me immediately upon your return to complete work in a timely manner.*

This ROP (Regional Occupational Program) class gives students the experience of being on the job in a design studio. All students with 95% attendance *(maximum 9 absences)* for the year will be awarded an ROP certificate of accomplishment at the end of the class.

Creativity Statistics...**98%** of 3-5 year-olds test out as creative genius...5 years later, it's down to **32%**.
By the time kids become teenagers, creative genius applies to only **10%** of the population!

***Working with Your Hands****...opening your **creativity**!*

| | |
|---|---|
| *Dynamic Design* | **Creative Principles** Exercise 1 — *due Friday, August 25* |
| | *Creativity Do Nows* |

| | |
|---|---|
| *Designing your Monogram* | **Positive/Negative Space** Exercise 2 — *due Friday, September 8* |
| ASSIGNMENT 1 | **Monogram** |
| | step 1: 15 thumbnails — *due Monday, September 11* |
| | step 2: create 3 comps (comprehensives) > FINAL — *due Friday, September 22* |
| | *Creativity Do Nows* |

| | |
|---|---|
| *Designing your Logo* | **Form Reduction** Exercise 3 — *due Thursday, September 28* |
| ASSIGNMENT 2 | **Personal Visual Symbol** (logo) |
| | step 1: RESEARCH meanings > build a MIND MAP *due Monday, October 2* |
| *design another's symbol...* | step 2: 15-20 thumbnails — *due Wednesday, October 11* |
| *...they design yours???* | step 3: create 2-3 comps (comprehensives) > FINAL — *due Wednesday, October 18* |
| | *Creativity Do Nows; Mindfulness work to enhance focus and creative thinking* |

***Working with Computers***   **Introduction to the Graphics Computer Lab** — *Thursday, October 19*

| | |
|---|---|
| *Drawing on the Computer* | **Pen Shapes** Exercise — *due Friday, November 3* |
| *with Adobe Illustrator* | scanning to **trace your monogram** Exercise — *due Friday, November 17* |
| ASSIGNMENT 3 | **Illustrator Landscape**  — *due Friday, December 15* |

| | |
|---|---|
| *Typography and Layout* | **InDesign Typography Flyer** Exercise — *due Friday, February 2* |
| *with Adobe InDesign* | Season of Service **Poster** jobs — *January 16–March 23* |
| | *Typography Do Now* |
| ASSIGNMENT 4 | **InDesign Calling Card**  — *due Friday, February 16* |

| | |
|---|---|
| *Manipulating Photographs* | **Photoshop Tour** Exercise — *due Friday, March 16* |
| *with Adobe Photoshop* | *Typography Do Now* |
| ASSIGNMENT 5 | **Photoshop CD Cover** |
| | step 1: select a theme > step 2: create art in Photoshop |
| | step 3: layout CD cover in InDesign > FINAL — *due Friday, April 13* |

***Working in a Design Studio*** *...using all your acquired skills!*

| | |
|---|---|
| ASSIGNMENT 6 | **Illustrated Quote** |
| | step 1: select an inspirational quote |
| | step 2: create 2-3 versions OF THE SAME QUOTE > FINAL — *due Friday, May 4* |

| | |
|---|---|
| ASSIGNMENT 7 | **Career Focus** on a specific area of GRAPHICS through a **project of your choice** |
| | *Logo Design?...Travel Brochure?...Postage Stamp Design?...Book Design?...Packaging?* |
| | step 1 *home research*: consult resources to BRAINSTORM ideas — *due Monday, May 7* |
| | step 2: think with your pencil > develop thumbnails of your idea |
| | step 3: produce project using appropriate software > FINAL — *due Thursday, May 31* |

| | |
|---|---|
| ASSIGNMENT 8 | **Self Portrait FINAL**  Apply ALL YOU KNOW to create a stunning FINAL PROJECT |
| | *due Final Exam week (seniors = Thursday, May 31)* |

***Professional Presentation of Completed Work*** > **PORTFOLIO** *due Friday, June 1 (seniors = Friday, May 25)*