48.56100 Introduction to Graphics and Design

Rooms: 2101a & 2101b (lab)
Class Hours: Introduction to Graphics and Design is offered Blocks 2 & 3

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Course Description:

This course is designed as the foundational course for both the Graphics Production and Graphics Design pathways. The Graphics and Design course provides students with the processes involved in the technologies of printing, publishing, packaging, electronic imaging, and their allied industries. In addition, the Graphics and Design course offers a range of cognitive skills, aesthetics, and crafts that includes typography, visual arts, and page layout.

Georgia Standards:

AAVTC-IGD-1   Demonstrate employability skills required by business and industry.
AAVTC-IGD-2   Explore careers available in the field of graphic communications and the design industry.
AAVTC-IGD-3   Discuss developments and individuals relating to the history of the graphics and design industry and explore emerging trends and technologies.
AAVTC-IGD-4   Examine the professional and ethical issues involved in the visual communications and design industries.
AAVTC-IGD-5   Examine and describe the business cycle elements.
AAVTC-IGD-6   Explain and demonstrate how to operate equipment in a safe manner.
AAVTC-IGD-7   Identify safety and health procedures utilized in the classroom/lab environment.
AAVTC-IGD-8   Demonstrate proper usage of measuring units and devices.
AAVTC-IGD-9   Recognize and utilize basic paper types and sizes for output.
AAVTC-IGD-10 Generate and manipulate various graphic imaging processes.
AAVTC-IGD-11 Analyze pre-press, pre-flight, and output operations.
AAVTC-IGD-12 Understand and demonstrate how to design a page layout.
AAVTC-IGD-13 Identify and define the five elements incorporated in basic graphic designs and understand the application of effective color usage.
AAVTC-IGD-14 Identify and produce files utilizing different digital formats.
AAVTC-IGD-15 Identify and demonstrate page layout terminology and tools.
AAVTC-IGD-16 Distinguish and demonstrate the difference between page layout, raster-based photo manipulation, and vector-based graphic software applications.
AAVTC-IGD-17 Discuss the origins of type by examining the evolution of letterforms.
AAVTC-IGD-18 Evaluate the function of typeface design in supporting legibility in a variety of media applications.
AAVTC-IGD-19 Distinguish between the different print/output processes.
AAVTC-IGD-20 Explore the different electronic imaging processes.
AAVTC-IGD-21 Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, and competitive events.

Textbooks:
Hird, Kenneth F., 2000. Offset Lithographic Technology. Illinois: The Goodheart-Wilcox Company, Inc.
Botelloand Reding, 2013, The Design Collection Revealed. New York: Delmar, Cengage Learning.
(Textbook will be provided by the instructor and must remain in the classroom.)

Hardware Platform:	**Software:**
Mac/Apple	Adobe Creative Suite 6

All graphics projects must be completed using Adobe software. Most students will not have access to this software outside the graphics classroom. Project deadlines will be firm, so students need to use classtime wisely or expect to utilize tutoring to complete projects on time.

Required Materials:
Most supplies will be provided by the instructor, but it is highly recommended that each student provide some form of media to store and/or backup digital files (ie. flash drive).

Student Evaluation / Assessment:
Grading Plan:
Each student's grades will be calculated as follows:
    79% Summative – Major artwork , lab projects, performance tests, and portfolio
    21% Formative – Daily assignments and applications
    20% Cumulative Final Examination
    Student's final grades will be determined on the standard school wide 10-point scale.

Attendance:
Each student is expected to attend class each day in its entirety. Absences from class do not excuse students from class work. Students are still responsible for the material and assignments on that date. Students will be allowed to make up work missed during absences when initiated within one week of the first day returning to school. However, if a major project is due on a day that a student is absent, the assignment is due on the first day the student returns. A zero will be recorded for any assignment or test a student fails to make up. It is completely the student's responsibility to inquire about missed assignments and notes at the beginning or end of each class and to arrange with the instructor before or after school to complete in-class make up work.

Note: Due to the nature of this course, each lesson builds on previous ones and absences may result in further difficulties as the school year progresses.

Respect for Property:
Students who enter the Graphic Communications classroom will be expected to respect lab equipment, materials, and work of others. Equipment and materials are very expensive and some work is irreplaceable. Please control your curiosity and keep hands off. Your cooperation is crucial to our being able to run an effective print shop. Any destruction of property will result in disciplinary action.

Student Conduct:
Every student enrolled in this class is expected to behave in a manner consistent with the guidelines set forth in the current EPHS student handbook and discipline policy.
Please be ready, respectful, and responsible.

Student Signature: _____   Date: _____

Parent Signature: _____   Date: _____

Introduction to Graphic Communications
Tenative Schedule

Unit Time Frame	Unit Title	Standard (s)
August 1-3	Introduction to the Course Overview of Graphic Communications Student Organizations	AAVTC-IGD-21
August 6 - 10	Employability Skills Careers in Graphic Communication History and the Design Industry Professional and Ethical Issues Business Cycle	AAVTC-IGD-1, -2, -3, -4, -5
August 13 - 17	Equipment Safety Safety and Health Safety Exam	AAVTC-IGD-6, -7
August 20 - 24	Workflow, Digital File Prep Software Applications	AAVTC-IGD-16, -20
August 27 - 31	Illustration File Formats (pt1)	AAVTC-IGD-14, -16
September 4 - 7	Illustration Measurement (pt1)	AAVTC-IGD-8, -16
September 10 - 14	Illustration Typography	AAVTC-IGD-16, -17
September 17 - 21	Illustration Typography	AAVTC-IGD-16, -17
September 24 - 28	*- Fall Break -*	*n/a*
October 1 - 5	Image Capture / Image Editing Image Editing File Formats (pt2) Measurement (pt2)	AAVTC-IGD-8, -10, -14, -16
October 8 - 12	Image Editing	AAVTC-IGD-10, -16
October 15 - 19	Image Editing Note: *Parent Teacher Conferences Week*	AAVTC-IGD-10, -16
October 22 - 26	Page Layout File Formats (pt3) Measurement (pt3) Imposition	AAVTC-IGD-8, -11, 12, -14, -15, -16, -20
October 29 - November 2	Page Layout Principles and Elements of Design	AAVTC-IGD-12, -13 -15, -16, -20
November 5 - 9	Page Layout Principles and Elements of Design	AAVTC-IGD-12, -13 -15, -16, -20
November 12 - 16	Page Layout Preflight/PrePress Digital File Output	AAVTC-IGD-11, -12, -15, -16, -19, -20
November 19 - 23	*- Thanksgiving Break -*	*n/a*
November 26 - 30	Page Layout Substrates for Output	AAVTC-IGD-9, -12, -15, -16, -19, -20
December 3 - 7	Page Layout Preflight/PrePress Output Production	AAVTC-IGD-11, -12, -15, -16, -19, -20
December 10 - 14	Page Layout Output Production	AAVTC-IGD-11, -12, -15, -16, -19, -20
December 17 - 19	Final Exams	
December 20	*- Holiday Break -*	