

48.56200 Graphic Design and Production

Rooms: 2101a & 2101b (lab)

Class Hours: Graphic Design and Production is offered Block 1 & 4

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Course Description:

As the second course in the Graphics Communication and Graphics Design Pathways, this course builds on knowledge and skills learned in the Introduction to Graphics and Design course and focuses on production procedures commonly used in the graphic communication and design industries. Students will gain more experience in creative problem solving and the practical implementation of those solutions across multiple areas of graphic design and graphic communications. The prerequisite for this course is Introduction to Graphics and Design.

Georgia Standards:*

- AAVTC-GDP-1 Demonstrate employability skills required by business and industry.
- AAVTC-GDP-2 Build upon previous knowledge and demonstrate proper equipment operation and follow procedures in a safe manner and achieve 100 percent on a written or demonstration safety test.
- AAVTC-GDP-3 Examine and prepare for career opportunities in the design profession.
- AAVTC-GDP-4 Understand and demonstrate the fundamental basic elements and principles of design.
- AAVTC-GDP-5 Demonstrate an understanding of the fundamental basics of a creative brief and demonstrate the proper usage.
- AAVTC-GDP-6 Explore color and the variety of methods in which it can be applied. Interpret and apply color models through graphic manipulations. Identify the output issues involving color and demonstrate the proper usage.
- AAVTC-GDP-7 Explore different outlets for typography and define its role in design.
- AAVTC-GDP-8 Develop professional written, verbal and non-verbal communication skills and follow ethical guidelines and copyright laws.
- AAVTC-GDP-9 Identify and demonstrate a working knowledge of illustration as it pertains to the design field.
- AAVTC-GDP-10 Demonstrate knowledge of file management and file formats and digital file preparation.
- AAVTC-GDP-11 Demonstrate proper usage of measuring units and devices.
- AAVTC-GDP-12 Demonstrate knowledge of production and output in the graphics & design industry.
- AAVTC-GDP-13 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.

County Policy:

The Paulding County School District require parents of students enrolled in shop/lab related courses to sign and return a Liability Release form. Students who neglect to return a signed form will be given alternate assignments/projects rather than participate in activities in the graphics laboratory.

* GDP Standards can be found on the Georgia Department of Education website:

<http://www.gadoe.org> > Learning & Curriculum > Standards > Career, Technical, Agricultural Education > Georgia Career Clusters & Career Pathways > Career Clusters & Pathway Courses > Arts, AV/Technology and Communications > Graphic Communication or Design > Graphic Design and Production
<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/Graphic-Design-and-Production.pdf>

Textbook:

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.)

Required Materials:

It is recommended that GDP students have a sketchbook or spiral-bound notebook for class warm-ups and a one-inch three-ring binder to hold class projects for a portfolio. If a student chooses to participate in the optional screen printing unt an article of clothing will also be required (more info to come). Additional supplies will be provided by the instructor.

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 Exam

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 classwork. Students are still responsible for the material and assignments on that date. 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. 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: _____

Graphic Design and Production Tentative Class Schedule / Pacing Guide

Unit Time Frame	Unit Title	Standard (s)
August 6 - 10	Introduction to the Course + GDP Review Employability Skills Student Organizations	AAVTC-GDP-1, -13
August 13 - 17	Employability Skills Warm-Ups Ethics & Copyright File Management Career Opportunities	AAVTC-GDP-1, -3, -8, -10
August 20 - 24	Employability Skills Warm-Ups Career Opportunities (cont.) Safety	AAVTC-GDP-1, -2, -3,
August 27 - 31	Employability Skills Warm-Ups Career Opportunities (cont.) Production Workflow Overview Digital Output Production	AAVTC-GDP-1, -3, -12
September 4 - 7	Thumbnail Sketches Warm-Ups Production Workflow Creative Brief / Live Work	Safety Review Output Production Equipment Training AAVTC-GDP-1, -2, -5, 12
September 10 - 14	Thumbnail Sketches Warm-Ups File Management Illustration	Output Production - Poster Screen Printing (Optional) AAVTC-GDP-1, -9, 12
September 17 - 21	Thumbnail Sketches Warm-Ups Illustration	Output Production - Poster Screen Printing (Optional) AAVTC-GDP-1, -9, -12
September 24 - 28	<i>- Fall Break -</i>	<i>n/a</i>
October 1 - 5	Illustration Typography	Output Production - Booklet Screen Printing (Optional) AAVTC-GDP-1, -7, -9, -12
October 8 - 12	File Management Image Manipulation	Output Production - Booklet Screen Printing (Optional) AAVTC-GDP-1, -12
October 15 - 19	Image Manipulation Color Theory Note: <i>Parent Teacher Conferences Week</i>	Output Production - Button Screen Printing (Optional) AAVTC-GDP-1, -6, -12
October 22 - 26	Image Manipulation Color Theory	Output Production - Button Screen Printing (Optional) AAVTC-GDP-1, -6, -12
October 29 - November 2	File Management Elements & Principles Design & Layout	Output Production - Notepad Screen Printing (Optional) AAVTC-GDP-1, -4, -6, -7, -12
November 5 - 9	Measurement Design & Layout	Output Production - Notepad Screen Printing (Optional) AAVTC-GDP-1, -4, -6, -7, -9, -11, -12
November 12 - 16	Design & Layout	Output Production - Misc Screen Printing (Optional) AAVTC-GDP-1, -4, -6, -7, -9, -12
November 19 - 23	<i>- Thanksgiving Break -</i>	<i>n/a</i>
November 26 - 30	Design & Layout Portfolio	AAVTC-GDP-1, -3, -4, -6, -7, -9
December 3 - 7	Design & Layout Portfolio	AAVTC-GDP-1, -3, -4, -6, -7, -9
December 10 - 14	Final Portfolio Due Review for Final Exam	AAVTC-GDP-1, -3
December 17 - 19	Final Exams	
December 20	<i>- Holiday Break -</i>	