

CTE GRAPHIC DESIGN COURSE DESCRIPTION

Welcome to Graphic Design! This class is designed to expose students to fundamental information about the theory and practice of visual design as applied to surfaces, including composition, color and pictorial illusions with lecture and studio experience.

This course is a survey of the fundamental principles of two-dimensional design (balance, rhythm and movement, emphasis, proportion and scale, variety and unity) as they relate to the visual organization of the elements of design (point, line, plane, form, texture, value, color, and space) in order to communicate meaning. Emphasis will be placed on the exploration of ideas and processes through a series of comparative exercises. Comparison of concepts and visual compositions will occur through both written formal analysis (using appropriate vocabulary terms) and classroom discussions/critiques.

Students will be exposed to and become familiar with the following software and hardware:

Adobe Creative Suite (Primarily Photoshop, Illustrator, and InDesign)
Lightroom, Google Drive, Z Brush
Mac Books, Wacom Drawing Tablets, DSLR Cameras, HP Scanners
Studio Lighting, Large Format Digital Printers

Grading Scale: Work is graded on a scale of 20

20, 19, 18 - A
17, 16 - B
15, 14 - C
13, 12 -
11 or below - F

Expectations

Students will gain functional competence with principles of visual organization, including the ability to work with visual elements in two dimensions; color theory and its applications. Students will be afforded opportunities to present their work and to experience and participate in critiques and discussions of their work and the work of others.

A positive attitude is extremely important. Using constructive criticism to your advantage along with an experimental approach to exploring ideas and establishing relationships between elements will allow you to strengthen your work considerably.

Develop a "What if?" mindset which will allow you to take more chances and make your work more unique and distinctive.