

SPRINGFIELD PUBLIC SCHOOLS

GRAPHIC DESIGN I

2006-2007

COURSE DESCRIPTION

This course teaches the basic techniques of graphic design and commercial art. Students will investigate the areas of advertising, layouts, design composition, posters, illustration, package design, logos and symbols. Various media and techniques will be used in the illustrations and may include technology applications. Pre-requisite: Successful completion of Art Foundations. Materials fee.

COURSE RATIONALE

The study of Graphic Design I is designed to engage students in higher level thinking skills through creative problem solving and visual expressions in order to gain knowledge in the humanities and to utilize critical thinking skills in the area of mass communication.

MAJOR INSTRUCTIONAL GOALS

- 1. Students will apply media, techniques and processes used in graphic design.**
 - a. Students will select and safely use tools, technology and media to express graphic design ideas through hands on and computer applications. (4.7; FA1)
 - b. Students will work through sequential stages and processes to exhibit technical skills and craftsmanship in all hands on and computer applications. (2.7; FA1)
- 2. Students will use knowledge of elements and principles in graphic design.**
 - a. Students will develop compositions based on the elements and principles of design. (2.5; FA1)
 - b. Students will illustrate communication through commercial art using color theory and composition. (1.8; FA1)
- 3. Students will select and evaluate a range of subject matter, symbols and ideas in the field of graphic design.**
 - a. Students will critique graphic artworks using appropriate vocabulary in the areas of typography, technology, elements and principles, advertising and media. (2.4; FA3)
- 4. Students will identify the role of visual arts in relation to history and cultures**
 - a. Students will identify common characteristics of graphic design evident across time and among cultural/ethnic groups. (1.9; FA5)

- 5. Students will evaluate and assess their work and the work of others using the elements and principles of art and design.**
 - a. Students will describe, analyze, interpret and evaluate a graphic design work.
(4.1; FA2, FA3)