

SPRINGFIELD PUBLIC SCHOOLS

GRAPHIC DESIGN II 2006-2007

COURSE DESCRIPTION

Graphic Design II is a continuation of Graphic Design I and will expand the study of commercial art design and applications. Advanced techniques and media will be used in illustrations and may include technology applications. Pre-requisite: Successful completion of Art Foundations and Graphic Design I. Materials fee. This course may be repeated for credit.

COURSE RATIONALE

The study of Graphic Design II 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 in the area of mass communication skills.

MAJOR INSTRUCTIONAL GOALS

- 1. Students will apply media, techniques and processes used in graphic design.**
 - a. Students will choose and safely use an expanded selection of tools, technology and media to express advanced graphic design ideas through hands on and computer applications. (4.7; FA1)
 - b. Students will work through sequential stages and processes to exhibit higher levels of technical skills and craftsmanship in all hands on and computer applications. (2.7; FA1)
- 2. Students will apply the elements and principles of art to graphic design problems.**
 - a. Students will develop advanced compositions based on the elements and principles of design. (2.5; FA2)
 - b. Students will show understanding of communication through commercial art using historical examples in advertising. (1.6; FA5)
- 3. Students will choose and evaluate a range of subject matter, symbols and ideas in the field of graphic design.**
 - a. Students will critique graphic artworks using an expanded graphic art vocabulary that includes areas of typography, technology, elements and principles, and advertising and media. (2.4; FA3)
- 4. Students will analyze the role of visual arts in relation to history and cultures.**
 - a. Students will compare and contrast characteristics of graphic design evident across time and among cultural/ethnic groups through historical examples and modern communications. (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 in a formal presentation. (4.1; FA2, FA3)