Course: Graphic Design 1

Teacher: Mr. Eagen
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Course Content: This trimester elective course is the foundational course in the Graphic Design Acaedmy. It will emphasize the study of the computer as a graphic design tool. Students will learn to use Illustrator and Photoshop CC as well as basic graphic design practices and principles. Basic computer experience is necessary to succeed in this class. Regular attendance, good behavior, the ability to concentrate, turning in assignments on time, and a sincere effort to understand will result in successful learning. Grades follow. Any student can earn an "A" grade in this class regardless of natural artistic talent if s/he will apply him/herself and take responsibility.

Attendance: Class will start on time and students are expected to be ready to learn when the bell rings. Personal responsibility includes punctuality. Due to the nature and pace of the course it will be very difficult to pass the course with poor attendance.

Behavior: Good behavior, to me, means treating other people with respect, giving yourself and others the chance to learn, and giving me the chance to teach. Behavior which is disruptive or endangers students and/or equipment will not be tolerated.

College Mindset: While college credit isn't offered for *this* particular class, it is a required course for every other graphic design class which are articulated with LCC's Graphic Design courses. We will practice a college mindset in regards to work habits, self management, and behavior.

Supplies:
     USB flash memory drive - _required_: Students are required to bring a flash drive every class period and back up their files *daily*. An inexpensive flash drive will work perfectly for our purposes.

     Headphones - _optional_: Your headphones are *far superior* to the ones in the lab.

Grading Policy & Philosophy: I don't give grades...you earn them. If all assignments are completed and follow the criteria, you will earn credit and pass the course. Grades are a result of class work, homework, projects, discussion, and participation. The final trimester grade is cumulative throughout the term. If you are interested in a "Pass/No Pass" option, then see the instructor within the first 2 weeks of the trimester to complete the paperwork. Pass = 65%.

The final course grade is based on the following grading scale:
     A (100% - 90%)   "You *applied* it"
     B (89% - 80%)   "You *learned* it"
     C (79% - 70%)   "You *did* it"
     D (69% - 60%)   "You *squeaked* by"
     NP (59% - 0%)   No Pass

     Classwork and projects   80% approximately
     Homework   5% approximately
     Discussion/participation/misc.   15% approximately

Due Dates: The term is broken into 3 week segments, each containing its own assignments and clear **"last chance"** date. It will made clear through several avenues (including the class web site) when assignments are due. Assignments need to be turned in within their corresponding unit time frame. It is essential that assignments are completed during class time. There may be a few specific homework assignments which are due on a specific date regardless of the last chance date.

Late Work: Let's do a reality check folks - late work is not a good experience for anyone. Assignments turned in after their corresponding **"last chance"** date will be worth a maximum grade of 65% (pass). If you find yourself struggling with due dates or dealing with extenuating circumstances, then it is your responsibility to **communicate** with me in a timely manner so that we can work something out. **Communication** is a life skill. **Communication** makes for happy students, parents, and big bad art teachers.

Office Hours: You are encouraged to use office hours if you need extra time or help. The classroom is not open on a "drop in" basis during other class periods.

Monday	8:00am, 3:30 - 4:00pm
Tuesday	8:00am
Wednesday	8:00am
Friday	8:00am

Cell Phone: Look up, notice beauty, engage. Life as we know it won't end if you don't text for 70 minutes. Let's not play the game. Is this clear? Sometimes there is a very legitimate use for the phone as a tool. When this is the case, I expect you to **communicate** with me prior to using your phone. Otherwise, I'll assume that you're choosing to ignore the wonderful class activities. Churchill's cell phone policy will be followed.

What It Boils Down To: This elective class is fun and creative but that does not mean that it's an "easy A" or a "kickback" class. I am here to help you learn and make it interesting but **it is up to YOU** to take responsibility for your experience in this class. If you're ready to learn then I'm ready to teach.

I understand that not everyone is an artist. Some are, and some aren't. However, I do know for a fact that everyone can learn the foundational graphic design software and skills...and that's the goal of this class.

If you put in an **HONEST EFFORT** and your hands are moving (on task) during class time then you will do fine in this class. You and I will get along just fine and you'll find that you will enjoy the class.

Let's play a game and see who actually reads the syllabus by planting a little Easter egg here. The first 5 students who ask me tomorrow (2nd day of school only) for an extra credit slip will earn bonus points on their first typography assignment.

Units of study:
- Basic Typography - font families, techniques, modification, etc.
- Logo Case Studies - effective design, targeting, hidden symbolism, etc.
- Adobe Illustrator CC - shapes, drawing tools, modifiers, pathfinders, outlining type, etc.
- Logo Design Process - research, brainstorm, thumbnail, rough, digital rough, etc.
- Adobe Photoshop CC - foreground, background, selection, basic functions, cloning, etc.
- Photoshop Layers & Masking
- Composite Imaging - scaling, rotation, color correction, etc.
- Advertising - design process, hierarchy, layout, writing copy, file format, bleed, etc.

GRAPHIC DESIGN PATHWAY

GRAPHIC DESIGN ACADEMY

CHURCHILL HIGH SCHOOL

YEAR 1

Core **Foundations** Course (.5 credit)

GRAPHIC DESIGN 1
10, 11, 12

learn Photoshop software
learn Illustrator software
basic design principles
basic typography
basic industry vocab & techniques

Core **Focus** Course (.5 credit)

GD2 ADVERTISING CN
10, 11, 12

Illustrator / design focus

public awareness campaign

College NOW - 3 units
ART225 Digital Illustration

This sequence is recommended but Advertising and Photoshop may be taken in either order if needed.

YEAR 2

Core **Focus** Courses (.5 credit)

GD2 PHOTOSHOP CN
10, 11, 12

Photoshop skills focus

cereal box design

College NOW - 4 units
MUL212 Digital Imaging

Core **Capstone** Course (.5 credit)

GRAPHIC DESIGN 3 CN
11, 12

Culminating experience

real world client jobs

College NOW - 4 units
ART216 Digital Design Tools

College NOW - 1 unit
GD110 Intro to Graphic Design

SUPPORT COURSES – SELECT 2

Support courses may be taken anytime during your 4 years. All courses are .5 credit (1 term).

GRAPHIC DESIGN 4
11, 12

PHOTOGRAPHY
10-12

DIGITAL MEDIA
9-12

CALLIGRAPHY
9-12

VISUAL DESIGN-CN
9-12

DRAWING
9-12