



## Digital Design

Carroll High School Career Tech Mrs. Bolton RmA140 [klisenby@ozarkcityschools.net](mailto:klisenby@ozarkcityschools.net)

### Course Description

Digital Design is a one-credit course designed for students who have successfully completed the Introduction to Advertising Design course or have completed one credit in Visual Arts. Digital Design provides students with hands-on experiences addressing a variety of components of information design. Instruction includes information regarding various computer operations, applications and procedures, type styles, desktop publishing, layout and design techniques, mechanical production files, formats, and technology in the work place. Skills gained in this course prepare students for the Graphic Illustration course, the next level of study in the Advertising Design program. Students also participate in SkillsUSA as an integral part of the instruction program.

### Prerequisite

\*Introduction to Advertising Design

### Course Goals

Students will:

1. Identify both safe and unsafe working conditions.
2. Pass a comprehensive safety exam at 100% accuracy
3. Explain the importance of Material Safety Data Sheets.
4. Recognize the purpose and work of the Occupation Safety and Health Administration.
5. Recognize the purpose and work of the American Red Cross.
6. Identify proper procedures in case of an emergency or accident.
6. Use proper personal safety equipment and clothing.
7. Utilize vector and raster graphics, USB, fire wire, digital camera, printers data video projector, DVR.
8. Explain styles, selection, production, and psychology of typography.
9. Demonstrate knowledge of manuscripts, spacing, proofreading, headlines, and copy fitting.
10. Using proper procedures and theory in composition for digital design i.e. elements, principles, marketing strategies, color theory, audience identification, cost analysis.
11. Produce thumbnail, rough and composite sketches.
12. Practice the use of various advertising design illustration types.
13. Visually identify various advertising design illustration types.
14. Produce one point, two point, and three point perspective drawings.
15. Use computer software to produce monochrome and color altered designs.
16. Compare the various strengths and weaknesses of raster and vector graphics software.
17. Use industry standard computer graphics software to produce typography and lettering.
18. Demonstrate computer literacy skills with printers, scanners, and word processing software.
19. Use a digital camera to produce graphics for advertising design projects.
20. Determine appropriate files and file format for various digital imagery.
21. Create entrepreneurship desktop publishing projects.

## Essential Questions

1. What employability skills and type of education are required to become an Advertising Design professional?
2. What are safe work conditions and what are not?
3. Can the student make effective use of applied academic skills in the classroom and laboratory?
4. Will the student be able to develop the rendering skills and techniques needed for various Advertising design projects?
5. What role does color play in advertising design projects and the psychology of consumers?
6. How has visual communications changed throughout history and across cultures?
7. What are the strategic processes used in advertising design?
8. Can the student demonstrate the skills needed to complete advertising design project?
9. Can the student demonstrate the skills needed to critique and analyze advertising design projects?
10. What problem solving techniques, media, and processes should be employed to properly solve advertising design problems?

## Course Outline

- a. Safety
- b. Exploration of software
- c. Computerized sketching and drawing
- d. Basic design
- e. Computerized lettering and typography
- f. Illustration techniques
- g. Computer technology
- h. Digital photography

## Culminating Products

Students will:

- Create a portfolio based on the career of their choice.
- Student portfolio items to include safety tests passed with 100% accuracy, teacher observations of safe work habits.
- Student portfolio to include thumbnails, rough drafts, and comprehensive solutions to advertising design problems.
- Student portfolio to include examples of several rendering techniques.
- Student portfolio to include examples of proper use of color communications theory.
- Student portfolio to include examples of important visual communications rendered by the student.
- Student portfolio items to include examples of analysis of illustrations for purpose and intent of artist, and projects demonstrating use of symbols and ideas from daily life as subject matter for designs.
- Student portfolio items to include examples of solutions to advertising design problems.
- Student portfolio to include examples of critiques and evaluations of advertising design problems.
- Review related content standards for preparation for participation in Skills USA Advertising Design contest.

## Assessment/Grading Procedures

60% will be standard based assessment which will include practical skills assessments, project based learning, problem solving exercises, lab experiences and written assessments.  
30% will be class work which will include individual and group guided practice, technical

summaries and demonstrations.

10% will be additional practice and daily activity summaries.

## Grading Scale

90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

## Fees/Dues

Class fee \$10 plus SkillsUSA membership fee \$15 (if student is taking more than one career tech course during the school year, the student only has to pay the fee once)

## Industry Credentials

PrintEd - Advertising Design

Adobe-Illustrator Certified Associate

Adobe-Photoshop Certified Associate

## Workforce Careers

Art Director

Digital Creative Specialist

Digital Marketing Specialist

Graphic Designer

Media Strategist/Coordinator

Motion Graphics Designer

Production Artist

Visual Designer