



Graphic Illustrations

Carroll High School Career Tech Mrs. Bolton RmA140 klisenby@ozarkcityschools.net

Course Description

Graphic Illustration is a one-credit course that provides students with experiences and instruction in object and information design. Students apply the elements of design and sharpen visual communication skills. They design projects allowing them to manipulate graphic applications and demonstrate mastery of these skills. Topics of study include interior design, fashion illustrations, computer and hand drawings, exploration of software, package design, typography, and digital photography. Skills developed in these areas prepare students for the final course in the sequence, Studio and Portfolio. Digital Design is the prerequisite for Graphic Illustration. Students participate in SkillsUSA as an integral part of the instructional process.

Prerequisite

*Introduction to Advertising Design first, then *Digital Design

Course Goals

Students will:

1. Practice personal safety rules, regulations, and procedures for hardware and software in an advertising design laboratory.
2. Demonstrate procedures for software and hardware security and maintenance.
3. Explain key typographic elements.
4. Solve design problems through the design process of research, thumbnails, and rough drafts, and comprehensive components.
5. Create campaigns through the use of creative strategy skills, visual communication, and digital design.
6. Explain the effect of design, including logo, pictograms, and symbols, on corporate identity in advertising design.
7. Utilize digital rendering, photo manipulation, and three-dimensional applications in advanced digital design.
8. Combine marketing, design process, typography, and color skills to solve a design product packaging problem.
9. Utilize elements and principles of planning, designing, and scripting of a web site.

Essential Questions

1. What are the proper safety habits used in an advertising design laboratory?
2. What are the key elements of typography?
3. What are the elements of the design process and how are they used to solve problems in advertising design?
4. What is an advertising campaign and how are they developed?
5. How is the corporate identity developed in an advertising campaign with logos, symbols, and pictures?

6. What photo software programs can be utilized to render, manipulate, and develop three dimensional digital design?
7. What processes and skills are to be used to design a product design?
8. What processes and skills are to be used to design a website?

Course Outline

- a. Safety
- b. Advanced Typography
- c. Design
- d. Advertising design
- e. Advanced digital imagery
- f. Digital photography
- g. Package design
- h. Interactive media design

Culminating Products

Students will:

- Student portfolio items to include safety tests passed with 100% accuracy, teacher observations of safe work habits.
- Student portfolio items to include examples of the key elements of typography
- Student portfolio to include examples of the design process and how it is used by the student to solve an advertising design problem.
- Student portfolio to include examples of an advertising campaign and its elements.
- Student portfolio to include examples of logos, symbols, and pictograms used in an advertising design campaign.
- Student portfolio to include examples of digital photos that have been rendered, manipulated or developed into three dimensional designs.
- Student portfolio items to include examples of product packaging solutions to advertising design problems.
- Student portfolio items to include examples of a Web-site to solve an advertising design problem

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