



# SCHOOL DISTRICT OF MONROE

*Preparing for the Future, One Child at a Time*

## Graphic Design 1

### Course Description:

The curriculum for this course is developed from the [Wisconsin Standards for Art and Design Education](#). This is an elective introductory trimester course. Students will be introduced to different forms of graphic communication, art criticism, learn and apply design principles, and learn and demonstrate how to use graphic design software. Units include careers, color theory, elements and principles of design, photography, Adobe Photoshop, Adobe Illustrator, logo design, t-shirt design, and screen printing. Grades are determined by skill-building assignments and created projects. The information in this course overview outlines what students should understand and be able to do by the end of the trimester.

### Mastery Standards

#### **Standard 1 - Create: Students will generate, develop, and refine artistic work.**

Investigate and Engage in critical thinking, problem solving, and research through elements and principles of art and design studio practices and processes. (A.A.Cr.10.h)

Plan Formulate original concepts by practice, experimentation, and revision. (A.A.Cr.11.h)

#### **Standard 2 - Present: Students will develop, refine, and convey meaning through the presentation and production of artistic work.**

Communicate, analyze and describe the impact that an exhibition or collection has on personal awareness of social and cultural beliefs, and contextual understandings. (A.A.Pr.11.h)

#### **Standard 3 - Respond: Students will critically interpret intent and meaning in order to evaluate artistic work.**

Analyze Distinguish the qualities and relationships between the components, style, and preferences communicated by media, design, artworks, and artists. (A.A.R.17.h)

#### **Standard 4 - Connect: Students will relate their artistic work with prior experience and external context.**

Career Connections Research or experience options in art and design careers. (A.A.Cn.11.h)

Unit	Description of Unit and Learning Targets
<p><b>Unit Title: Career Exploration</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>How does design influence our world?</li> </ul>	<p>Students will.....</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>Learn about and explore careers in Graphic Communications.</li> </ul>
<p><b>Unit Title: The Artistic Process; Process, Product, and Articulate</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>How will I plan, produce, and discuss/reflect for each work of art that is created?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>Demonstrate the artmaking <b>process</b> to include <ul style="list-style-type: none"> <li>Research</li> <li>Planning</li> <li>Rough Draft</li> </ul> </li> <li>Produce a final <b>product</b> by meeting the criteria.</li> <li>Discuss and <b>articulate</b> art terminology in an educated manner.</li> </ul>

<p><b>Unit Title: The Elements of Art and Principles of Design</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• How can I use The Elements of Art and the Principles of Design to create a painted composition?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Identify and explain the Elements of Art and Principles of Design in a work of art.</li> <li>• Apply the Elements of Art and Principles of Design in art production.</li> </ul>
<p><b>Unit Title: Graphic Design Fundamentals</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• How can art and design work together?</li> <li>• How can design make an impact on a target audience?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Learn about <b>Typography</b> terminology and demonstrate how to use type in graphic design.</li> <li>• Learn and demonstrate <b>Composition and Layout</b> in graphic design.</li> <li>• Learn and demonstrate <b>Visual Hierarchy</b> in graphic design.</li> </ul>
<p><b>Unit Title: Digital Photography</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• How can I capture an image that tells a visual story?</li> <li>• What conditions are necessary to capture the correct kind of light for my photograph?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Learn photography techniques and how to use a digital point and shoot camera.</li> <li>• Learn photography terms and techniques and demonstrate them through a series of photographs.</li> <li>• Learn about different forms of digital photography to include, portrait, product, documentary</li> </ul>
<p><b>Unit Title: Adobe Photoshop Skill Development</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• In what ways can photos be combined to create an impossible image?</li> <li>• Which Adobe Photoshop tools will I use for each graphic design I create?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Learn and demonstrate photoshop tools to <b>edit a digital photo.</b></li> <li>• Learn and demonstrate how to use the “quick mask” tool and other Adobe Photoshop Tools to create a <b>combined photograph made up of 2 more photos.</b></li> <li>• Learn and demonstrate “Type tool” and a clipping mask by creating a <b>Name Design.</b></li> <li>• Demonstrate Adobe Photoshop line tools and techniques to create a <b>Contour Line Self-Portrait.</b></li> <li>• Create a <b>Kaleidoscope Landscape Design</b> by demonstrating how to use Adobe Photoshop Tools.</li> <li>• Demonstrate craftsmanship and proper media application as it applies to digital art creation.</li> </ul>
<p><b>Unit Title: Adobe Illustrator Skill Development</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• How can design create emphasis?</li> <li>• How can design be ordered to create a visual hierarchy?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Experiment and learn what Adobe Illustrator tools are and what they can do.</li> <li>• Demonstrate Adobe Illustrator tools and Design Fundamentals to create... <ul style="list-style-type: none"> <li>• Animal Design</li> <li>• Logo Design</li> <li>• Infographic</li> <li>• T-shirt Design</li> </ul> </li> <li>• Demonstrate craftsmanship and proper media application as it applies to digital art creation.</li> </ul>

<p><b>Unit Title: Screen Printing</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• How are print methods essential to graphic communications?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Create a screen of my t-shirt design and learn and demonstrate the screen printing processes.</li> <li>• Demonstrate craftsmanship and proper media application as it applies to screen printing.</li> </ul>
<p><b>Unit Title: Portfolio Reflection</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• How can I revise my artwork?</li> <li>• How have I shown growth through my art-making?</li> <li>• How can I apply the elements of art and principles of design to give a formal critique of a work of art?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Reflect on my artmaking and interpret personal growth.</li> <li>• Reflect on artmaking to interpret areas for improvement.</li> <li>• Create a personal written artist statement to discuss the intent and process of art and artmaking.</li> <li>• I can identify and describe how I used the elements of art and principles of design used in my artwork.</li> </ul>