



SCHOOL DISTRICT OF MONROE

Preparing for the Future, One Child at a Time

Graphic Design 2

Course Description:

The curriculum for this course is developed from the [Wisconsin Standards for Art and Design Education](#). This is an elective advanced trimester course. Students will continue to develop graphic communication skills and demonstrate and expand knowledge of graphic design software. Students will explore careers and review and apply color theory, the elements and principles of design, and art criticism. Units of study include photography, typography, 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/year.

Mastery Standards

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

Investigate 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)

Make Develop unique, well crafted works of art utilizing deliberate choice of media, tools, and techniques. (A.A.Cr.12.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)

Share Curate and exhibit artwork for presentation, portfolio development, and/or preservation. (A.A.Pr.12.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.)

Interpret Explain the intent, meanings, and impacts of different media works of art and design, considering complex factors of context and perspective. (A.A.R.18.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)

Interdisciplinary Apply interdisciplinary perspectives in your own artistic work. (A.A.Cn.10.h)

Unit	Description of Unit and Learning Targets
<p>Unit Title: Career Exploration</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> How does design influence our world? 	<p>Students will.....</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> Explore careers in Graphic Communications and apply

	careers to design processes.
<p>Unit Title: The Artistic Process; Process, Product, and Articulate</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> How will I plan, produce, and discuss/reflect for each work of art that is created? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> Demonstrate the artmaking process to include <ul style="list-style-type: none"> Research Planning Rough Draft Produce a final product by meeting the criteria. Discuss and articulate art terminology in an educated manner.
<p>Unit Title: The Elements of Art and Principles of Design</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> How can I use The Elements of Art and the Principles of Design to create a painted composition? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> Explain the Elements of Art and the Principles of Design in sophisticated ways. Apply the Elements of Art and Principles of Design in art production in sophisticated ways. Give a formal verbal and written critique using the Elements of Art and Principles of Design.
<p>Unit Title: Graphic Design Fundamentals</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> How can art and design work together? How can design make an impact on a target audience? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> Review Typography terminology and demonstrate how to use type in graphic design. Review and Demonstrate Composition and Layout in graphic design. Review and demonstrate Visual Hierarchy in graphic design.
<p>Unit Title: Hall Pass Design-Show Me What You Know!</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> How do graphic designers/artists make design decisions? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> Demonstrate their understanding of the Design Principles and technical application of Adobe Photoshop or Adobe Illustrator by creating a hall pass for an MHS classroom. Follow specific project requirements and collaborate with others to come up with a design that pleases a client. Demonstrate craftsmanship and proper media application as it applies to digital art creation.
<p>Unit Title: Typography</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> Which Type/Font is best suited for graphic design? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> Review Typography in order to know how to choose strong text/font for graphic designs. Create a typography self-portrait that demonstrates the principle of contrast. Demonstrate craftsmanship and proper media application as it applies to digital art creation.
<p>Unit Title: Digital Photography</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> How can photographs tell a visual 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> Demonstrate Photography Techniques to take a series of

<p>story?</p> <ul style="list-style-type: none"> • How can I make a photo? 	<p>photographs.</p> <ul style="list-style-type: none"> • Learn how to use a DSLR camera. • Learn about Product Photography do a product photography photo shoot
<p>Unit Title: Adobe Photoshop</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> • How can photographs tell a visual story? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> • Use Photoshop tools, techniques, and design fundamentals to manipulate digital photos. <ul style="list-style-type: none"> ○ Mythical Creature- Digital Photo Montage ○ 3 Photo Editing Techniques <ul style="list-style-type: none"> ■ Double Exposure ■ Movement ■ Together/Apart ○ Moving Photo ○ (animation) • Demonstrate craftsmanship and proper media application as it applies to digital art creation.
<p>Unit Title: Adobe Illustrator</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> • How can visual hierarchy make or break a design? • Why is graphic design important? • How can personal design and professional design be balanced? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> • Learn to work with a client and create their own logo and brand. • Apply Design and Layout to create a CD Design. • Develop a Logo/Brand Design to be used for the following: <ul style="list-style-type: none"> ○ T-shirt Design ○ Product/Packaging ○ Business Card • Create a Poster Design or Infographic • Demonstrate craftsmanship and proper media application as it applies to digital art creation.
<p>Unit Title: Screen Printing</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> • How is print essential to our present and future graphic communications? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> • Demonstrate a 2 screen, printed T-shirt using screen printing techniques/processes. • Demonstrate craftsmanship and proper media application as it applies to screen printing.
<p>Unit Title: Choice Project</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> • How do designers find inspiration? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> • Research well known graphic designers and use their techniques and designs as inspiration for their own graphic design (choice based project). • Select a digital format(s): Digital Photography, Illustrator, or Photoshop. These can be combined as well. • Demonstrate graphic design skills, tools, techniques, and layout to create a sophisticated graphic design. • Demonstrate craftsmanship and proper media application as it applies to digital art creation.
<p>Unit Title: Portfolio and Reflection</p>	<p>Students will...</p>

Essential Questions:

- How can I revise my artwork?
- How have I shown growth through my art-making?
- How can I apply the elements of art and principles of design to give a formal critique of a work of art?

Learning Targets:

- Reflect on my artmaking and interpret personal growth.
- Reflect on artmaking to interpret areas for improvement.
- Create a personal written artist statement to discuss the intent and process of art and artmaking.
- I can identify and describe how I used the elements of art and principles of design used in my artwork.