**Graphic Design**

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**Course Objectives**  
Students will be able to: Work professionally within a design team.

Identify numerous design careers which are available.

Evaluate designs (your work and others’) for audience, meaning, and effectiveness.

Use the elements and principles of design in a decisive fashion.

Plan a design project according to a client’s needs.

Build a design gradually using thumbnail sketches and mockups.

Create attractive layouts that communicate messages effectively.

Use color to communicate ideas to others.

Use typography effectively in a design.

Use Adobe Photoshop to edit photographs, create artistic imagery, and make Web graphics.

Use Adobe Illustrator to create illustrations, logos, and Web graphics.

Use Adobe InDesign to create publications such as advertisements, brochures, and books.

**​Grading**  
Grades will be calculated based on attendance, participation, effort, artistic growth, creativity, and technical proficiency.

Each project will be graded upon completion.

You all have creative sparks inside you.  Express these unique and personal ideas with each project. Creative idea development is part of your grade.

Take pride in your work. Pay attention to detail and quality.  Develop craftsmanship.

1. Projects: 60% of your grade

Projects are graded on predetermined criteria required for each individual assignment. Categories for assessment include quality of craftsmanship, skill/technique, creativity and effort put into the project.

2. Assessments: 20%

Sketches, Daily warm-ups, typed work, tests, and quizzes are all part of this grade.

All homework is due at the start of class.

3. Participation: 20%

Students will be most successful when spending productive time in the studio setting. It takes time and patience to produce the highest quality art projects possible – the work needs to be accomplished in the classroom with the provided software. Therefore, this part of your grade includes:

Loss of Studio Points -50 points every week for appropriate Behavior.  Leaving the room w/o permission OR being gone for more than half of the class = automatic unexcused absence.

Unexcused absences = (10 pts. deduction)

Tardies = (5 pts. deduction)

Disruptive/not on-task behavior during class time (circumstantial: 5-10 pts.)

Cell phone or abuse of bathroom privileges (5-10 pts.)

Not cleaning up own area (Chair pushed in logged off of computer)

Standard final grade breakdown:

A 89.5-100% (Exemplary)

B 79.5-89.4% (Proficient)

C 69.5-79.4% (Partially Proficient)

D 59.5-69.4% (Incomplete)

F 59.4% or below (Failing)

**What Are My Responsibilities?**  
\* BE RESPECTFUL:

Listening to opinions, participate in classroom discussions and critiques in a helpful, constructive way.

DO NOT touch computers / artwork that is not your own.

\* BE MINFUL WHEN SEARCHING FOR THINGS ONLINE:

Put full effort into keeping your searches very specific, and understand that we can’t monitor what shows up under certain titles.

\* GIVE EFFORT/TIME:

Come to class prepared to work every day.  You are expected to work for the entirety of the period.

Be on time for class.  Most of the instruction is given at the beginning of each class.

Have a positive attitude and be willing to try new techniques on for each assignment.

**How Do I Make Up Missing or Incomplete Work**?  
You are expected to keep up with lessons and projects in class. Keep track of course assignments and due dates on this website. Late or incomplete work can be turned in up to 7 days after the due date for a reduced score (some points are better than none). If the work is late due to an excused absence, you will have one extra school day per day of excused absence to complete it without a reduction in score.   
Please let me know as soon as you have submitted a late assignment. Otherwise I will not know to look for it.

**Open Lab**  
If the lab is open during access you may work on projects.  However, it is not usually open, so please check with the librarian. Let me know if you need an open lab. I schedule these at student request.