Visual/ Graphic Communications

Livingston High School – D167

Visual/ Graphic Communications is a yearlong, project-based course that develops career and communication skills in print production and graphic design, using Adobe tools.

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Visual/ Graphic Communications develops four key skill areas:
• Project management and collaboration
• Design
• Research and communication
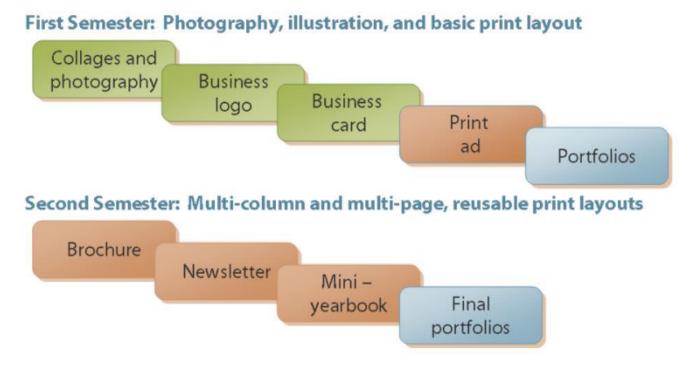• Professional print production using graphic design tools

You will develop these key skills in a spiral—each project adds more challenging skills to foundation proficiencies. You will experience subject areas and skills across careers in graphic design, photography, print and layout design, and production.

Visual Graphic Communications addresses each of these areas, using a project-based approach. Each project has phases that follow a design and development process, from project planning and analysis to evaluation and distribution. You will gain experience through real-world projects that help you better understand the roles and processes across a broad range of careers involving visual design. To simulate a professional work environment, you will gradually migrate your design work from an individual process to a group process, focused on personal and client work. Design work by its very nature is iterative, so the projects contain activities that require you to evaluate and then redesign and rework your communications.

Specific attention has been paid to developing concepts and principles for thorough, effective design. This content prepares you for the Adobe Certified Associate (optional), Visual Communication using Adobe Photoshop CS6 examination should you choose to pursue this on their own at the conclusion of this class.

Each project will have guidelines that provide structure for the content and process of a project while allowing flexibility for the me; the instructor to tailor the level of social and technical interaction appropriate for you.

The following diagram shows the sequence and flow of the project:

First Semester: Photography, illustration, and basic print layout

Collages and photography → Business logo → Business card → Print ad → Portfolios

Second Semester: Multi-column and multi-page, reusable print layouts

Brochure → Newsletter → Mini – yearbook → Final portfolios

First Semester Projects

The first semester of Visual/ Graphic Communications (Projects 1–5) develops skills that lay the foundation for photography and producing print-ready communications: graphic design principles, visual comps, print production development, shared project management skills such as interviewing and project scheduling, peer review, and redesign. Project activities focus on developing effective communications that can be deployed in print, on the web, or in a video. You will develop a variety of graphics, a logo, a business card, and a client advertisement. You will produce design documents and visual comps that clients review. You will culminate the semester with a portfolio project during which you will reflect on the skills and topics you've covered thus far and begin to explore the career areas that interest them in visual design.

The key skills emphasized in this first semester are:
• Soft skills such as interviewing and responding to feedback
• Designing for a variety of audiences and needs
• Problem solving that helps support multiple perspectives
• The design process and effective communication
• Peer teaching and evaluation in a collaborative environment
• Technical image manipulation and print publishing skills

In the first semester, you will use Adobe Photoshop CS6 and Adobe Illustrator CS6 to develop images. You will use Adobe InDesign CS6 to design and build layouts and print materials. You will use Adobe Acrobat X Pro to review and improve content, produce print-ready materials, and develop a portfolio.

Second Semester Projects

The second semester of Visual Design (Projects 6–9) builds on student design and development skills by focusing on longer print production projects as well as more in-depth content and advanced techniques for graphics and layout development. You will continue to work on teams to produce rich print communications such as brochures, newsletters, and yearbooks. You will focus on effective graphic design, project management, design specifications, and iterative development. You will develop graphic-design and print-production skills that solve specific communication challenges to meet client and audience needs. You will build technical skills to address project needs and learn to track complex projects. You culminate this semester with a portfolio redesign that has them project forward on their aspirations, goals, and interests.

The key skills emphasized in this semester are:
• Project management skills such as task management, client management, milestone tracking, and contingency planning
• Illustration and drawing
• Communication with peers and team members, using project plans or specifications
• Design and redesign
• Technical graphic- and print-production skills such as creating vector-based graphics and filters
• Design solutions, including multi-page and double-page layouts

In the second semester, you enhance their skills in Adobe Photoshop CS6, Adobe Illustrator CS6, and Adobe InDesign CS6 to create their designs.

Acceptable use policy

Livingston Public Schools has an acceptable use policy for the use of technology, equipment, and the facilities. It is imperative that you locate, review, understand, and adhere to this policy. Failure to do so will result in the loss of the PRIVLAGE to utilize this technology in this or any subsequent class.

File management

For efficiency in retrieving your work, make sure all classroom materials and student work are properly saved and posted (preferably on school server I-Drive).
The following guidelines will help:

Student folders: All students should have a folder for all of their work.

Class Folder name: **Graphics_Per#_first initial_last name** (such as **Graphics_per7_m_smith**).

Individual files will be named as follows:
o **Per#_file name_first initial_last** name example **7_Logo_M_Smith**

• Backups: You might want to keep flash drives with your folder or local or server copies of your folders. Just be sure not to mix them up and work from the wrong folder. If you are creating a backup folder, add **_Backup** to the end of the folder or folder so you do not confuse them.
• Working from home: You can work from home, but make sure you find a way to transfer your work to the school computers (such as e-mail, or flash drive).
Make sure the Adobe versions are compatible.

Turning in work from home: If you choose to work from home by e-mail, make sure you have effective file virus protection and that all work is clearly labeled for ease of identification and organization (for example, per7_logo_m_smith).

Legal issues: If you plan to publish your work on the web, check into our school's rules about putting pictures or names of students as well as be sure you have met all copyright and trademark requirements as to not plagiarize.

Grading

Each project will have a rubric that will be provided when the project is initially distributed. The rubrics are thorough and offer many avenues to gain points. There is much more to each project then just the final piece. Each rubric considers design skills acquired throughout each project, technical skills acquired throughout each project, research and communication skills, and well as project/ time management skills. Remember, I want you to succeed; this is not a "gothcha" kind of course.

Team work: Developing individually as well as developing as a productive team member is a challenging task. Throughout the year I will reinforce the importance of both types of development by evaluating your individual performance as well as the ways you contribute to team goals, work to solve any team conflicts, and collaborate with other teams to adopt successful practices.

Late work policy: All components of each project will have a set due date. It is expected that due dates are met. If you are absent for a full class period, you will have 2 additional days to make up your work. Missing partial periods does not constitute an absence and will not receive additional days. You may not work on late work instead of the day's assignment. Attempts to do so will result in a zero for the late work. You must arrange time outside of class to complete the assignments. Scheduled lab hours are available on certain days before and after school, and during lunch. A schedule of this availability will be posted when available. If your project or piece is not submitted by the end of the school day of the due date, you will lose **2 PROJECT POINTS PER DAY LATE.** Work that is not submitted by the last day of the marking period will not be accepted.

Revising Work: When you receive a grade for a project, it may not always be what you expect. The basis of this class is to improve and reflect upon your work. If you choose to revise your work and resubmit, you may do so with penalty. The revisions must be completed within 5 school days of receiving your grade and you may not complete revisions during normal class days, it must be done on your own time. Revisions will be on a per assignment basis and can be discussed upon request as needed.

Remember, this a project and hands-on based course, it may be difficult to make up work when project time is missed

MR. RICHARDS' CLASSROOM RULES & PROCEDURES
ROOM D167

All rules are in addition or part of the school districts rules stated in the Student Handbook.

1. Treat everyone with respect.
2. Come to class each day on time, prepared, and ready to participate.
3. Place book bags in teacher designated book bag area and take materials needed for class to assigned seat.
4. Give your best effort every day with a positive attitude.
5. Do not interfere with the teaching or learning process of others. Remember to raise your hand and wait to be called upon.
6. Cell phones are not permitted in the lab and should be kept away at all times.
7. Computers are for *educational* use only, game playing or unauthorized websites are *not* permitted!
8. All food or drink (except water) must be consumed or properly put away before entering the lab.
9. Absolutely no horseplay or profanity in the lab.
10. Class time is for work in this class and work in this class only!
11. Students must follow all established safety rules when working in the lab.
12. Students will remain seated until given permission to work on projects/activities.
13. All students will clean up their mess/work area and take part in general lab clean-up procedures on a regular basis.
14. Students will be dismissed from their seats at the end of class – Do not line up at the door!
15. Be creative and open to new ideas and have FUN!

Attendance Policy/ Absences:

- Refer to Student Handbook for Livingston School Districts policies on absences.
- Students may request additional work time before or after school or during their study period if possible to make up project work.
- Remember, this is a project and hands-on based course; it may be difficult to make up work when project time is missed

I WISH YOU ALL SUCCESS AND HAPPINESS THIS YEAR! Please do not hesitate to contact me with any questions.