

GRAPHIC DESIGN

CARSON HIGH SCHOOL

MR. LOPATEGUI

COURSE SYLLABUS

Course Outline

In this course, students will work with various design problems in the field of graphic design. The class is designed to provide the student with specific information regarding visual communication, typography, color, design principles, specialized hardware and software tools used in computer based graphic design. A variety of graphic design forms will be produced, including advertising and promotional pieces, product packaging, and a number of print forms and products.

3 College Credits

This course has been articulated with the Graphic Communications Department at Western Nevada College. Students earning a B or higher in this course are eligible to receive 3 credits through the college. A representative from the college will meet with the class during the school year to discuss the credit process. It is the student's responsibility to get the required paperwork into the college.

Contact Information

- Room: 314 • Phone: 283-1600
- Email: mlopategui@carson.k12.nv.us
- Website: www.mlopategui.com

Graphic Design Objectives & Outline

Welcome to Graphic Design! After successful completion of this course, you will be able to:

1. Demonstrate proficiency of computer graphics software at an intermediate level, including page layout, vector, raster/image manipulation, and electronic publishing.
2. Use graphic design technology such as scanners, color inkjet and laser printers, and digital cameras.
3. Use traditional graphic design tools including rulers, pens and ink, dry mount glue, and art knives.
4. Demonstrate understanding of typography.
5. Demonstrate understanding of color and design including knowledge of the Elements of Art and the color wheel.
6. Work closely with clients (businesses, community organizations, school officials and student leaders) to produce printed materials from the concept to delivery of the printed material.
7. Demonstrate understanding of effective marketing through advertising including its message, impact and appeal through a marketing analysis.
8. Demonstrate knowledge of the history of graphic communication

and the computer's impact on it.

9. Demonstrate understanding of the ethical and security issues concerning the Internet.

A look at this year's...

Schedule*

FIRST SEMESTER

- ❖ Introduction to Computer Graphics
 - Corel Painter
- ❖ Typography
 - Adobe InDesign
- ❖ Beginning PhotoShop
 - Selections
 - Layers
 - Photo Adjustments

SECOND SEMESTER

- ❖ Color and Composition
- ❖ Marketing
- ❖ Advanced PhotoShop Effects

More detail of assignments can be found on the class website at mrlopategui.com

**Please note that schedule may be subject to change.*

Mr. Lopategui's Classroom Policies and Procedures

Class Rule:

RESPECT

- ❖ Yourself
- ❖ Others
- ❖ Our School

Lab Fees:

Carson High School has implemented a \$20 lab fee in this course to help cover the cost of classroom items such as inkjet paper, printer ink, glue, illustration board, etc. This fee is due at the end of the second week of school. Checks can be made out to Carson High School.

Suggested Supplies:

Though not required, each student is encouraged to maintain a notebook (3-ring is recommended) containing class notes, resources and finished assignments. Not only does this help the student to be organized, but also to leave the class with a portfolio of work.

Equipment Use:

This course uses state-of-the-art equipment and software. It is the student's responsibility to use the equipment according to course policy. Students will be held accountable for equipment that they damage or lose.

Academic Dishonesty:

Academic Dishonesty will **NOT** be tolerated. Any student involved will receive a zero on the assignment, and parents will be contacted. Academic Dishonesty includes, but is not limited to, the unauthorized use of images and other materials from the Internet. When unsure of what can or cannot be used, ask the teacher.

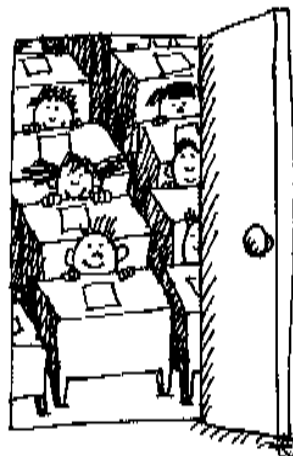
Grading:

The Carson High School grading scale will be used in this class. The majority of each quarter's grade is based on completion of assignments (projects, homework, exercises and readings) along with quizzes and tests. Each assignment is evaluated on the following:

1. Timely completion (10% deduction from total assignment value if late. Late assignments only accepted during the quarter in which they are assigned). Most assignments can be found on the class website mrlopategui.com.
2. Completion of project criteria.
3. Craftsmanship, creativity and general effort.
4. Approximately 20% of the quarter grade is based on performance and participation. It is difficult to participate if absent, so regular attendance is a must. The official CHS policy regarding absences and make-up work will be strictly adhered to. Performance and participation are evaluated on the following:
 1. Coming to class prepared and on time.
 2. The amount of time spent working in class.
 3. Cleaning up properly.
 4. Attitude.

Internet Usage:

The Internet is a helpful and powerful tool in graphic design. However, all usage in this class must be teacher approved. **All students must have a signed Carson High School Acceptable Use Policy (AUP) on file before they are allowed to use the computers or Internet in this class.** Students that access sites not related to the project or class will lose Internet, computer and/or be removed from the class. An AUP will be provided to students that do not have a signed copy on file.



“Coming together is a beginning
Keeping together is progress
Working together is success.”

-Henry Ford