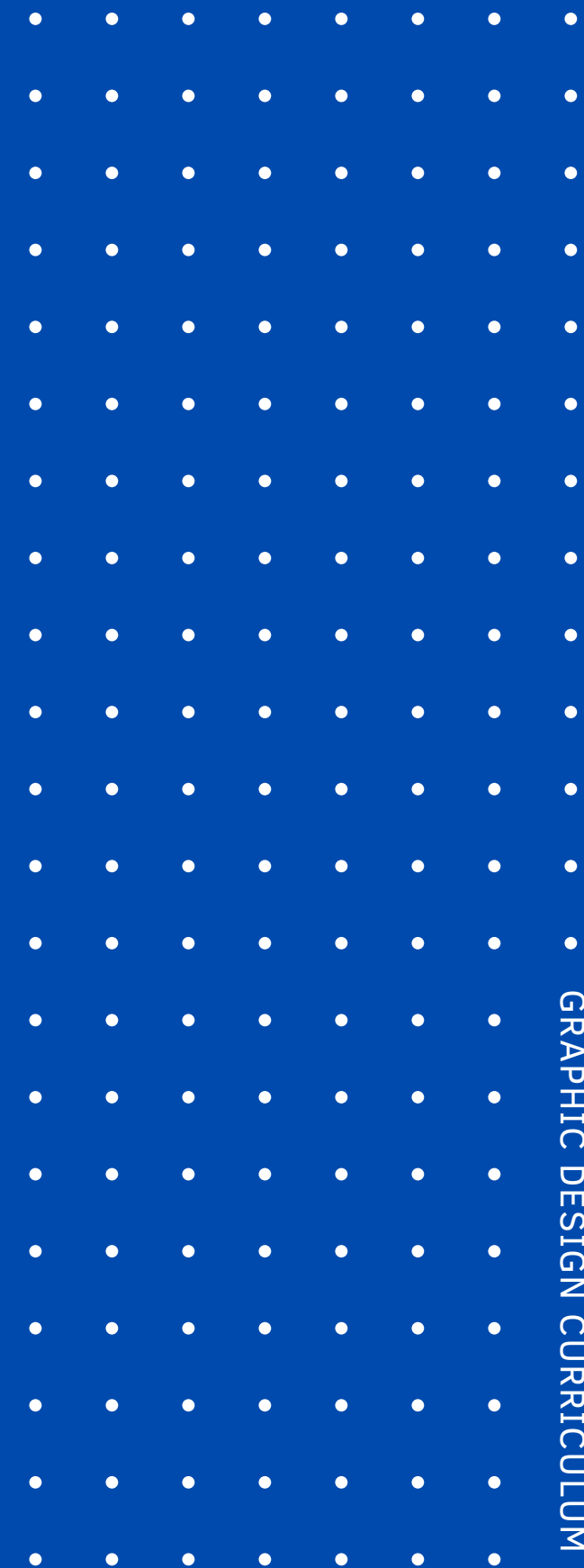


G/C

Graphic Design Curriculum



Design Fundamentals



GRAPHIC DESIGN CURRICULUM

Graphics 9

LEARNING OUTCOMES



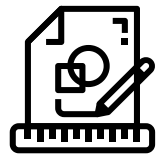
Elements of Art

Students will learn about each element: color, form, line, shape, space, texture, and value.



Hand Rendering

Students will learn basic drawing skills, including shading techniques and composition



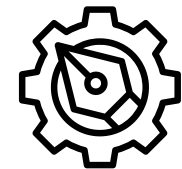
Principles of Design

Students will learn about each principle: unity, variety, emphasis, balance, proportion, contrast, repetition, movement and rhythm



Digital Citizenship

Students will learn appropriate and responsibly use of technology, including copyright and fair use



Careers in Design

Students will learn about careers within the field of art and design

Precision Exam

21st Century Skills

10th

Intro to Graphic Communications

• GRAPHIC DESIGN CURRICULUM

Graphics 10 | LEARNING OUTCOMES

Graphic Design Basics

- Identify the purpose, audience, and audience needs for preparing graphics.
- Understand the design process (research, thumbnail, rough drafts, comprehensives)
- Demonstrate critical thinking and problem-solving skills for project planning and design
- Utilize research and brainstorming strategies to develop creative design solutions
- Demonstrate time management skills
- Demonstrate proficiency in presenting work and critiquing the work of others.
- Develop an understanding of principles of visual hierarchy and composition

Technology

- Demonstrate knowledge of standard copyright rules for artwork, graphics and graphic use.
- Utilize efficient methods for file archiving, backup, and retrieval
- Utilize the scanner to properly digitize illustrations, textures and photography
- Effectively name and organize files
- Differentiate between vector vs raster
- Differentiate between CMYK vs RGB
- Understand print versus web resolution
- Ability to download and install fonts
- Identify and utilize different file types for different applications

Adobe Illustrator

- Demonstrate proficiency in Adobe Illustrator including tools and palettes
- Ability to create and edit paths
- Utilize Shapebuilder and Pathfinder
- Work with Groups and Layers to keep documents organized
- Utilize keyboard commands shortcuts
- Ability to set/adjust document orientation and dimensions

Color Theory

- Effectively utilize the color wheel
- Identify various color schemes (complementary, analogous, etc.)
- Identify primary, secondary, and tertiary colors
- Understand shade, tint, and tone

Typography

- Understanding of the basics of typography including terminology, anatomy, and application.
- Understand the differences between type classifications, typestyles and type families
- Identify and use common typographic adjustments (kerning, tracking, leading)
- Pairing different typefaces
- Outline and manipulate type
- Demonstrate an ability to integrate type effectively into their designs.

Precision Exam

Desktop Publishing I

10

Projects

May be modified as needed, but should still accomplish the core skill building outcome.

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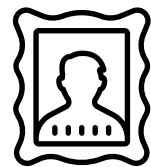
Kids Safe Online Poster

Students will design posters to encourage their peers to use the internet safely



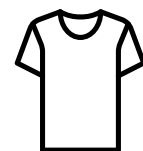
YPS Holiday Card

Students will design a non-denominational greeting card for Yonkers Public Schools



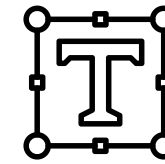
Vector Portraits

Students will be able to use Adobe Photoshop to help identify values in a photograph. Will use Adobe Illustrator to complete the final vector artwork.



Apparel Design

Students will create a design for a Graphics t-shirt



Type Design

Students will select a quote and create a typographic posters



Anti-Vaping PSA

Students will design a poster to educate their peers about the dangers of vaping



Page Layout

Students will be challenged to design a piece that balances large quantities of text with imagery (event poster, menu design, etc.)



Simple Package Design

Students will design a two-sided package (chips bag, candy bar, etc.). Will create dieline file.

11th

Graphic Communications II

• GRAPHIC DESIGN CURRICULUM

Print Science | LEARNING OUTCOMES

Printing Processes

- Understand the basic concepts of printing, print production processes, and print production terminology
- Compare and contrast printing processes:
 - Screen printing
 - Digital printing
 - Offset lithography
 - Flexography
 - Intaglio
 - Letterpress
- Demonstrate basic knowledge of color management (e.g., subtractive, additive color, spot color, color separation)
- Paper/substrate options and considerations

Production

- Understand page imposition in terms of print production
- Prepare a print-ready file for output.
- Identify measurement units (e.g., points, picas, metric, and imperial) used in the print production process.
- Identify the print industry's social responsibility to enact sustainable practices
- Demonstrate basic knowledge of file management practices and commonly used file formats for design and print production.
- Identify the commonly used post-press methods (e.g., perforation, punching, collating, trimming, binding, scoring, gluing, lamination, foiling, embossing, folding, and die cutting).

Marketing & Psychology

- Understand how the psychology of advertising can be utilized to influence consumer behavior
- Understand how colors impact behavior and emotions
- Understand and identify Gestalt principles of perception
- Identify how the human brain sees and interprets visual cues & gestures.
- Critically evaluate advertising examples from a psychological perspective

Page Layout

- Develop the visual content and purpose of a publication for a desired target audience.

Graphics 11

LEARNING OUTCOMES

Adobe Photoshop

- Demonstrate proficiency in Adobe Photoshop including tools, palettes, options and production formats
- Understand and utilize Layer Masks
- Utilize Selection Tools
- Utilize Layers and Groups to organize
- Destructive and Non-destructive editing: Smart Objects, Smart Filters, Blending Modes and Adjustment Layers
- Ability to set up and adjust documents
- Identify and use appropriate file formats
- Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print.
- Demonstrate knowledge of standard copyright rules for image use
- Demonstrate knowledge of retouching and blending images.

Package Design

- Identify the main functions of packaging (protection, attraction, information, differentiation)
- Accurately read and utilize a ruler
- Utilize fraction to decimal conversion chart
- Create a dieline (bleed, blue line, cropmarks, etc.)
- Understand the purpose of a bleed
- Prepare file for print production
- Demonstrate craftsmanship in cutting and assembling a prototype
- Utilize industry-standard design software to create realistic mock-ups

Page Layout

- Demonstrate understanding of visual hierarchy and composition
- Consider readability/legibility of text
- Understand and execute modern layout and design practice.
- Identify and use the layout terminology
- Demonstrate ability to create visual representations of data

Precision Exam

Digital Media I

11

Projects

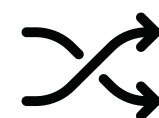
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Surreal Collage

Students will use Photoshop to create a collage based on an idiom or proverb



Animal Hybrids

Students will use Photoshop to combine two animals together



Photo Retouching

Students will use Photoshop for beauty retouching



National Poetry Month Poster

Students will design a poster inspired by a line in a poem



Box Packaging

Students will create a dieline, and design a multi-sided box



Safe Driving PSA

Students will design an poster to promote safe driving practices



Infographic

Students will design an infographic to visually represent data



Yearbook Cover

Students will design the front and back cover for their senior yearbook

12th

Design Capstone

• GRAPHIC DESIGN CURRICULUM

Graphics 12

LEARNING OUTCOMES

Brand Identity Design

- Describe the process and methods of developing brand elements
- Understand what differentiates or sets a product apart from others.
- Understand the importance of audience and personas
- Identify effective marketing and marketing communications strategies
- Construct a graphic style guide to support a consistent brand image.
- Apply the design process in the creation of a logo
- Complete brand identity projects to production ready standards

Editorial Design

- Identify elements of the InDesign interface and demonstrate knowledge of their functions.
- Demonstrate knowledge of how to create multiple-page documents
- Define page layout terminology (spread, gutter, folio, column, etc.)
- Demonstrate knowledge of exporting, packaging, saving, and organizing files.
- Demonstrate knowledge of the appropriate properties of page layouts for print, web and digital publishing.

Independent Study

- Conceptualize and formally propose self-directed longterm project
- Identify appropriate medium for project
- Conduct in-depth research and develop
- Identify project milestones, tasks, and responsibilities
- Communicate with others (such as peers and clients) about design plans.
- Understand and practice project/time management skills

Portfolio Preparation

- Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques
- Demonstrate knowledge of, and employ a variety of presentation techniques to display work
- Completion of professional quality pieces for the portfolio.
- Analyze, critically evaluate and articulate assessments of their own design work as well as others.

Precision Exam

Commercial Art I

12

Projects

May be modified as needed, but should still accomplish the core skill building outcome.

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Branding

Students will create a fictitious product, service or organize. They will design a full branding strategy including a logo, a series of advertisements, and 3 pieces of brand collateral.



Brand Style Guide

Students will use Adobe InDesign to create a multi-page brand book, showcasing their brand identity.



Senior Study

Students will select a theme or concept to inspire a series of 10 comprehensives



Yearbook

Students will assist in the production of the yearbook. Roles include photographer, photo editor, administrative assistant, & layout artist.

Yearbook

GRAPHIC DESIGN CURRICULUM

Sections



Table of Contents

1-2 pages



Goodbye Letter

2 pages



Clubs

14+ pages



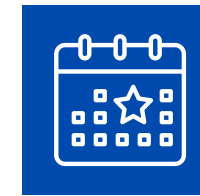
Admin

4 pages



Senior Section

30+ pages



Events

16+ pages



Dedication

2 pages



Baby Pics

14+ pages



Sports

24+ pages



Staff

4 pages



Magnets

22 pages



Senior Shoutouts

TBA

SkillsUSA

GRAPHIC DESIGN CURRICULUM

Banner Design

Team of 2

New York Pin Design

Individual

National Pin Design

Individual

T-Shirt Design

Individual

Chapter Display

Team of 3

Advertising Design

Individual

Job Demo

Individual

Bulletin Board

Team of 3