DESCRIPTION

This course focuses on the refinement of students' skills and knowledge in Graphic Design. Students will analyse and use theories of information / packaging and graphic arts in analysing and producing their own design projects; and increase their understanding of stylistic changes in modern and contemporary design in Canada and from various parts of the world. Students will produce a body of work demonstrating a personal approach while maintaining the concepts and theories learned in class.

CONNECTION TO CATHOLIC FAITH

This course will help students address the Ontario Catholic Graduate Expectation that they become effective communicators who use and integrate the Catholic faith tradition in the critical analysis of the arts, media, technology and information systems to enhance the quality of life.

STRANDS AND EXPECTATIONS

CREATING AND PRESENTING
A1. The Creative Process: apply the creative process to create a variety of artworks, individually and/or collaboratively;
A2. The Elements and Principles of Design: apply the elements and principles of design to create art works for the purpose of self-expression and to communicate ideas, information, and/or messages;
A3. Production and Presentation: produce art works, using a variety of media/materials and traditional and emerging technologies, tools, and techniques, and demonstrate an understanding of a variety of ways of presenting their works and the works of others.

REFLECTING, RESPONDING, AND ANALYSING
B1. The Critical Analysis Process: demonstrate an understanding of the critical analysis process by examining, interpreting, evaluating, and reflecting on various art works;
B2. Art, Society, and Values: demonstrate an understanding of how art works reflect the societies in which they were created, and how they can affect both social and personal values;
B3. Connections Beyond the Classroom: describe opportunities and requirements for continued engagement in visual arts.

FOUNDATIONS
C1. Terminology: demonstrate an understanding of, and use correct terminology when referring to, elements, principles, and other components related to visual arts;
C2. Conventions and Techniques: demonstrate an understanding of conventions and techniques used in the creation of visual art works;
C3. Responsible Practices: demonstrate an understanding of responsible practices in visual arts.

TIMELINE	UNITS OR TOPICS OF STUDY

10 HRS

Unit 1 - HIERARCHY, LAYERS AND INFORMATION DESIGN

Hierarchy can be simple or complex, rigorous or loose, flat or highly articulated. Regardless of approach, hierarchy employs clear marks of separation to signal a change from one level to another. Layers are simultaneous, overlapping components of an image or sequence. Both Hierarchy and Layers are going to be investigated in the exploration of Information Design.

10 HRS

Unit 2 - GRID AND MODULARITY

In the design of printed matter, guidelines help the designer align elements in relation to each other. Consistent margins and columns create an underlying structure that unifies a document and makes the layout process more efficient. Modularity is a special kind of constraint. A module is a fixed element used within a larger system or structure.

10 HRS

In-Class Project 1 - LOGO / BRANDING DESIGN

For the first in-class project, students are going to explore how to design logos using traditional methodologies of sketching, iterating and and planning as well as executing the final design in Illustrator. One method that will be introduced is

30 HRS

History - DESIGN FROM THE 1940 - PRESENT
This history component will cover design from c. 1940 – present. Studying the development of design is critical to the success of any designer. These historical elements may be spread out throughout the semester. A first semester test & final exam includes everything studied from design history.

10 HRS

Unit 3 - LAYOUT AND DESKTOP PUBLISHING

This third unit will tackle the basics of layout and desktop publishing. More importantly, students will be introduced to the Adobe InDesign publishing program. This unit will be an extension of the Modularity and Grid components of the previous lessons. We will be looking at how the grid organizes information in programs like InDesign.

10 HRS

Unit 4 - TYPOGRAPHY

This fourth unit will introduce students to type and typography. Type is defined as the visual characteristics of any letter in the alphabet. This unit will also give the students to design their own letterforms and typeface through the use of an on-line program called, Fontstruct.

10 HRS

In-Class Project 2 - PACKAGE DESIGN

For the second in-class project, students will be introduced to package design. The key is to find an existing product that you find at your local grocery store or supermarket. Once you've finalized the re-design, you are to render this in Illustrator and Photoshop and apply this to a product mock.

TIMELINE	UNITS OR TOPICS OF STUDY
20 HRS	**CPT - WIKIPEDIA APP DESIGN (STATIC)** The final CPT for the course will revolve around the development of a static design for a Wikipedia app using Photoshop, Ilustrator and Indesign. This project also covers the design history component of the course.

EVAL %	ASSESSMENT & EVALUATION BREAKDOWN
	TERM WORK (70% TOTAL OF FINAL MARK)
10 %	KNOWLEDGE / UNDERSTANDING
10 %	THINKING / INQUIRY
20 %	COMMUNICATION
30 %	APPLICATION
	SUMMATIVE (30% TOTAL OF FINAL MARK)
20 %	CPT
10 %	IN-CLASS APPLICATION TASK

Assessment and Evaluation Strategies: classroom presentations, conferences, essays, response journals, demonstrations, interviews, learning logs, quizzes, tests, and exams, observations, performance tasks, portfolios, question and answers, self-assessment.

Assessment and Evaluation Tools: Checklists, exemplars, rating scales, rubrics, metacognition, self and peer assessment, anecdotal notes.

LEARNING SKILLS

RESPONSIBILITY
• Fulfills responsibilities and commitments within the learning environment.
• Completes and submits class work, homework, and assignments according to agreed-upon timelines.
• Takes responsibility for and manages own behaviour.

ORGANIZATION
• Devises and follows a plan and process for completing work and tasks.
• Establishes priorities and manages time to complete tasks and achieve goals.
• Identifies, gathers, evaluates, and uses information, technology, and resources to complete tasks.

INDEPENDENT WORK
• Independently monitors, assesses, and revises plans to complete tasks and meet goals.
• Uses class time appropriately to complete tasks.
• Follows instructions with minimal supervision.

COLLABORATION
• Accepts various roles and an equitable share of work in a group
• Responds positively to the ideas, opinions, values, and traditions of others.
• Builds healthy peer-to-peer relationships through personal and media-assisted interactions.
• Works with others to resolve conflicts and build consensus to achieve group goals.
• Shares information, resources, and expertise, and promotes critical thinking to solve problems and make decisions.

INITIATIVE
• Looks for and acts on new ideas and opportunities for learning.
• Demonstrates the capacity for innovation and a willingness to take risks.
• Demonstrates curiosity and interest in learning.
• Approaches new tasks with a positive attitude.
• Recognizes and advocates appropriately for the rights of self and others.

SELF-REGULATION
• Sets own individual goals and monitors progress towards achieving them.
• Seeks clarification or assistance when needed.
• Assesses and reflects critically on own strengths, needs, and interests.
• Identifies learning opportunities, choices, and strategies to meet personal needs and achieve goals.
• Perseveres and makes an effort when responding to challenges.

SEMESTER AT A GLANCE (ASM4M1)

MONTH	SOFTWARE	LESSON	ASSIGNMENTS/ ACTIVITY	NOTES
September	• Mac OSX (Interface Review) • Adobe Photoshop (Intermediate to Advanced) • Adobe Illustrator (Intermediate to Advanced)	**Unit 1: Hierarchy, Layers and Information Design** • Learning the Mac environment (review) • How to access account / save work (review) • Photoshop (Intermediate to advanced) • Illustrator (Intermediate to advanced)	• Learning Advanced Photoshop and Illustrator • Introduction to Art & Copy	
October	• Adobe Illustrator • Adobe InDesign	**Unit 2: Grid and Modularity** • Illustrator Type options • Branding / Identity / Logo design (review) • InDesign basics	**Project 1:** Logo & Branding Design • Visual exercises • How to plan and sketch ideas (thumbnails & more!)	
November	• Adobe Illustrator • Adobe InDesign	**Unit 3: Layout and desktop publishing** • Intermediate InDesign • Design History	• How to plan and sketch ideas (thumbnails & more!) • Wireframing basics	
December	• Adobe Illustrator • Adobe Photoshop • Adobe InDesign	**Unit 4: Typography** • Typography & its relationship with images • Advanced InDesign • Custom type design	**Project 2:** Package Design	
January	• Adobe Photoshop • Adobe Illustrator • Adobe InDesign	• Puting it all together • Advanced Desktop Publishing • CPT	**CPT:** Wikipedia App Design	