Graphic Design & Production Course Content # 48.56200

*This is the second level course in graphic design and is completely project-based. Students will gain experience I creative problem solving, and will have an opportunity to begin working toward industry certification. Rotation groups will be assigned for screen printing, and collaboration for projects is encouraged!*

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**UNIT 1: DIGITAL FILEPREPARATION**

A. Current technologies

B. File Management (Workflow)

1. Saving Files

2. Creating Folder Structure

3. Organization

C. File Formats

D. Review Raster/Vector

E. Line Art/Continuous Tone

F. Stages of Layout

1. Thumbnail Sketches

2. Rough/Dummy Layouts

3. Camera Ready Copy (COMP)

G. Notepad Project

**UNIT 2: COLOR THEORY**

A. Vocabulary

B. Color Surveys/Videos

C. Color Wheel

D. RGB vs. CMYK

1, Spot/Process

2. Additive/Subtractive

3. Opaque/Transparent

E. Pantone

1. Coated

2. Uncoated

F. Color Harmony

G. Color Separations

1. Offset/Digital

B

2. Screen Printing

3. Trapping

4. Registration

5. Performance Exam

H. Advertisements

1. Critique

2. Design

I. Set up of 2-Color Projects

J. Color Theory Test

K. Unit Summary Questions

H. Page Layout – Syllabus Design

1. Columns, Grids, Gutters, & Margins

2. Text Wrap & Text Flow

3. Heading & Sub Heading

4. Drop Cap

5. Bleed

6. Imposition

7. Measurement

I. Vector Art – Live Trace

1.T-Shirt Design

2. Logo Design

J. Unit Summary Questions

**UNIT 5: EMPLOYABILITY PREPARTATION**

A. Guest Speakers

B. Dress for Success

C. Employability Skills Evaluation

1. Clean Up

2. Lab Management

3. Integrity

4. Honesty

5. Accountability

6. Time Management

D. Career Research

E. Job Packet

1. Resume

2. Cover Letter

3. Application

F. Portfolio

1. Research Portfolio Options

2. Create Portfolio File Structure

3. Develop a Digital Portfolio

G. Self-Reflection & Critique

H. Unit Summary Questions

I. Final Exam

**Unit 4: Branding & Corporate Identity**

A. Creative/Design Brief

B. Stages of Layout

(Thumbnails, Rough, Camera Ready)

C, Logo Design

D. Collateral Materials

(Letterhead, Business Card, Envelope)

E. Multi-Page Document

F. Promotional Products

G. Professional Presentation

H. Unit Summary Questions

**UNIT 3: PRODUCTION & OUTPUT**

A. Equipment Safety

B. Paper/Ink Properties

C. Notepads

D. Screen Printing (Group Rotations)

E. Bindery and Finishing

F. Unit Summary Questions

**CLASS SUPPLIES:**

**REQUIRED:** USB/Flash Drive, pens, pencils

**ONLINE RESOURCES:**

**QUIZZES/REVIEW – QUIA:**

**School Website/Blog:** <http://www.cobbk12.org/KennesawMountain/>

**Assignments/Feedback:** [www.edmodo.com](http://www.edmodo.com)

**Text Reminders: Remind:**

**INSTRUCTOR INFO:**

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