Advanced Graphic Design Course Content # 48.52800

 *This class is the third level course in graphic design, and requires creative problem solving. Student growth develops from a solid understanding of elements and principles of design. Students will continue to work toward Industry Certification, and will take an End of Pathway Exam.*

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**UNIT 1: PROFESSIONAL PRACTICES**

A. File Management/Workflow

B. Review

 1. File Formats

 2. Raster/Vector

 3. Resolution

 4. Copyright/Ethics

C. Client/Designer contracts

D. Pricing and Billing

 Practices

E. Job Ticket

F. Unit Summary Questions

**UNIT 3: Design & Illustration**

A. Elements and Principles of Design

B. Thumbnail Sketches

C. Rough Layouts

D. Camera Ready Copy

E. Typography

F. Page Layout – Notepad Setup (InDesign)

G. Vector Art – Illustration (Illustrator)

 1. Logo Design

 2.T-Shirt Design

H. Critique/Unit Summary Questions

 Questions

 **UNIT 2: EMPLOYABILITY PREP**

A. Emerging technologies

B. Career/Post-Secondary Req.

C. Goal Setting

D. Guest Speakers

E. Job Search

F. Dress for Success (Weekly)

G. Employability Skills Evaluation

 (Each six weeks)

H. Industry Certification

 Preparation

I. Unit Summary Questions

B

**UNIT 4: Digital Photography**

**A.** Historical Photographers Presentation

B. Basic Photography Skills

C. DSL R vs. Point-and-Shoot Cameras

D. Image Editing-Advanced Photoshop

E. Practice Photo skills

F, Photography Projects:

1. Alphabet Photography
2. Photo Storytelling
3. Superhero Project

G. Critique/Unit Summary Questions

B

www

**UNIT 5: Advertising Design**

A. Thumbnails, Rough and

 Comp (camera ready)

B. Poster History/Advertising

C. Creative Design Brief

D. Poster Designs

 1. Movie Poster

 2. Non-Profit Event Poster

E. Package Design

 1. Movie DVD

 2. Non-Profit Promo Label/box

F. Critique/Unit Summary Questions

**UNIT 7: PAGE L/O & OUTPUT PROCESSES**

A. Safety Review

B. Project Production

 1. Digital Printing

 a. Notepads/Business Cards

 b. Poster Design

 c. Booklet Project

 2. Screen Printing

 3. Live Work

C. Bindery and Finishing

D. Unit Summary Questions

**UNIT 6: Booklet Project**

A. Vocabulary/Research Designers

B. Dummy

C. Imposition

D. Signature

E. Advanced InDesign

F Readers Spread

G. Printer’s spread

H, Booklet Design and Layout

I. Critique/Unit Summary

 Questions

F. Critique

G. Unit Summary Questions

H. End of Pathway Exam

 (Certification)

I. Final Exam

**UNIT 8: PORTFOLIO & Self Marketing**

A. Marketing Strategies/Research

B. Self-Marketing

 1. Logo Development

 2. Collateral Materials

 3. Promotional Materials

C. Job Packet

 1. Creative Resume

 2. Cover Letter

 3. Application

D. Portfolio Development

 1. Traditional

 2. Digital

E. Self-Reflection

E.

**CLASS SUPPLIES:**

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

Sketchbook, markers (sharpies), colored pencils, 1” ring binder, sheet protectors

**ONLINE RESOURCES:**

**QUIZZES/REVIEW – QUIA:**

**School Website/Blog:** www.

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

**Text Reminders: Remind:**

**INSTRUCTOR INFO:**

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