

# **GRAPHIC DESIGN**

**Grades 9, 10**

**Vineland Public Schools  
Vineland, NJ  
2004**

# GRAPHIC DESIGN

## A. INTRODUCTION

Graphic Design is a full year fine art elective available to students in grades 9 and 10. Included in the course of study are the historical beginnings of printing, and the artists who developed this form as an extension of their art.

The purpose of Graphic Design is to foster an interest in art by exposing the student to a wide variety of art experiences. Graphic Design provides an opportunity for the student to have as much freedom as possible to explore his or her own thoughts and ideas while learning basic principles and concepts. In addition to giving the student a firm foundation and many opportunities for self expression, Graphic Design encourages the development of the critical thinking skills of observation, description, analysis, interpretation and critique and an appreciation for the creative and expressive talents of others. Graphic Design puts a heavy emphasis on the use of technology as a medium for producing art and explores the areas of career opportunities in the field of art.

The Graphic Design course addresses all of the New Jersey Core Curriculum Standards in the Visual and Performing Arts. Students will develop proficiency in the following areas as related to the standards:

- 1.1 Develop an understanding and appreciation for famous graphic designers and their role in the creation of commercial/advertising and fine art
- 1.2 Exploration of the use of differing mediums including graphic imaging through printmaking and computer graphics
- 1.3 Explore how the elements of art are changed in the application of the principles of design to produce aesthetic awareness in their final work
- 1.4 Students will compare and contrast present works to works in history, graphic works to fine art, and student to student
- 1.5 Students will continue to explore the role of the artist in culture, history and society
- 1.6 Students will create three dimensional projects with the principle of design within a given space

## **B. STUDENT OUTCOMES/OBJECTIVES**

Given appropriate learning activities, students will be able to:

1. create original compositions using a variety of media.
2. incorporate basic elements (color, line, texture, space, shape, value, form) and principles(contrast, movement, emphasis, balance, unity, rhythm, pattern) in their compositions.
3. identify, plan and provide solutions to design problems of space, structures and objects in a public or private environment.
4. develop the ability and confidence to use a variety of tools and materials effectively and safely.
5. define the interactive influences of art and technology, and explain how artistic expression and interpretation have changed as media have changed.
6. select appropriate software for various graphic designs.
7. capture and manipulate digital images.
8. appropriately use various graphic user interfaces.
9. cooperatively produce a project demonstrating basic computer knowledge.
10. describe methods and materials of printmaking through the ages.
11. explain how color separation is used in today's technology.
12. use technical criteria to critique their own and the work of their peers.
13. demonstrate respect for the environment by proper utilization.
14. identify and define the medium terms.
15. work independently, making their own artistic decisions.
16. work cooperatively, and adapt to and respect others' ways of thinking, working and expressing themselves.
17. accomplish assignment objectives by following the necessary steps and demonstrating appropriate use of time.
18. develop a professional approach to the completion of all projects.

19. develop aesthetic and technical criteria for observing, analyzing, interpreting and judging visual expression.
20. become more sensitive to other peoples' styles and viewpoints through viewing works by recognized artists and by their peers.
21. create works of art that communicate personal opinions, thoughts and ideas.
22. develop an understanding and appreciation of the role of art in personal, cultural and historical expression.
23. access information through a variety of print and non-print resources (art reproductions, videos, photography, internet, CD-Rom, slides etc.).
24. recognize and discuss artists and historical periods.
25. use the critique process to evaluate their own works and the works of others orally and in writing, using appropriate terminology.
26. accept constructive criticism of their compositions.
27. work in a studio setting.
28. demonstrate the development of his/her artistic craftsmanship.

## **C. ACTIVITIES**

Learning activities will include, but not be limited to:

Perspective projects, 1 point, 2 point - computer aided and traditional

Collage - computer aided and traditional

Mixed Media - computer aided and traditional

Paper Making

Bookmaking / Journal - computer aided and traditional

Monoprinting

Linoleum block printing

Color theory - computer aided and traditional

Painting

Typography

Web Design

Digital Imaging

Photo Montage - computer aided and traditional

Portraiture - computer aided and traditional

Focal Point - computer aided and traditional

Advertisement Design - computer aided and traditional

Logo Design - computer aided and traditional

Story Boarding - computer aided and traditional

Digital Photography

## **D. PROFICIENCY**

Student proficiency (satisfactory achievement) in each of the outcomes/objectives listed in this guide shall be determined by student attainment of the 70% district passing standard which pertains to all curricula and populations. Such proficiency shall be measured by a multiplicity of evaluation techniques and instruments, which includes, but are not restricted to the following:

1. Teacher observation
2. Completion of required projects
3. Tests and quizzes
4. Reports
5. Class participation
6. Attendance and lateness
7. Following directions
8. Rubric

## **Instructional Resources/Materials**

### **Text Books**

History of Art, Anthony F. Janson

Art Talk, Glencoe/McGraw-Hill; 2nd edition

Photoshop 7 Down and Dirty Tricks, Scott Kelby

Adobe Photoshop Classroom in a Book, Adobe Creative Team

### **Magazines**

Flash Art

Communication Arts

Flash Art

American Artist

Art in America

### **Internet Resources**

[www.webmonkey.com](http://www.webmonkey.com)

[www.dynamicdrive.com](http://www.dynamicdrive.com)

[www.geocities.com](http://www.geocities.com)

### **Software**

Adobe Photoshop

Adobe Illustrator

Adobe Golive

Adobe Indesign

Microsoft Office Suite

### **Hardware**

Dell Computers

Laser Printers

Inkjet Printers

Dye Sublimation Printer

Scanners

Digital Cameras