Graphic Design
with AP 2-D Design Portfolio

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This is a two-year program that introduces students to the graphic design and advertising industry. Students study industry-leading Adobe Creative Cloud software through a series of in-class modules and design activities. They learn about design thinking, typography, page layout, composition, color theory, branding, digital illustration, digital workflow, professional workplace skills, and printing methods.

Second-year students strengthen their skills through more in-depth problem solving and real-world, client-based design projects. In the final semester of the program second-year students participate in an industry internship and/or the AP 2-D Design Portfolio*/Senior Capstone Portfolio. The AP (Advanced Placement) 2-D Design Portfolio is a program administered by the College Board to provide highly motivated students an opportunity to earn college credit with a 2-D art and design focus.

Prerequisites: Proficiency in Introduction to Art OR Digital Photography OR Desktop Publishing.

Recommended: Strong communication skills (verbal, written) as evidenced by proficient writing skills in all high school English classes. Any experience creating two-dimensional art and design work, in or out of the classroom, will be helpful.

Credits: 3.0 Practical Arts | 0.5 Technical English | 0.5 Technical Math
*Weighted credit for AP is determined by sending schools; consult your school counselor for details.

Course Outcomes

- **Skills:** Develop a strong foundation in graphic design principles and techniques. Effectively use the latest software and design tools to produce print and digital design pieces for visual communication.

- **Knowledge:** Understand and articulate design principles, processes, theories, and strategies appropriate for target audiences using a variety of print and digital media. Develop a personal style and artistic voice in graphic design. Prepare for the AP 2-D Design Portfolio.

- **Employability:** Prepare for post-secondary training or an entry-level position, to creatively, ethically, and professionally contribute to the graphic design workplace.

Topics Covered

- Introduction to Graphic Design
- Typography and Layout Design
- Color Theory and Application
- Image Editing and Manipulation
- Logo Design and Branding
- Poster Design and Advertising
- Packaging Design
- Motion Graphics and Animation
- Printing Methods and Production
- Portfolio Development

Course Resources

Software: Adobe Creative Cloud, BrainBuffet, GMetrix
Textbooks: *Communicating through Graphic Design (2nd Edition), Visual Workout, Creative Anarchy, Graphic Communications, Designing Brand Identity*
Other: Access to classroom design books, design magazines, and online resources

Required Materials

Students need to purchase the following supplies and bring them to class every day:
- 9x12 sketchbook with 100 pages
- Zippered pouch or small container for organizing supplies
- Safety glasses
- USB flash drive (32 GB or higher)
- Earbuds or headphones (wireless are <u>not</u> allowed)
- Set of colored pencils
- Set of art markers (dual-tip recommended)
- Pencil sharpener with screw-on lid
- 2 fine tip black Sharpies
- 2 ultra-fine tip black Sharpies
- Vinyl eraser
- Glue stick
- Scissors
- Basic pocket and brad folder with ruled notebook paper
- #2 pencil
- Blue or black ink pen
- 12-inch ruler (stainless steel, cork back recommended)
- Tracing paper

Optional supplies (highly recommended): variety of dual-tip or brush-tip illustration markers, set of pastels, various art pens such as Sakura Pigma Micron, set of drawing pencils, and pad of mixed-media paper.

Project Expectations

Time Management:
Students must manage multiple projects simultaneously and complete all work on time. Timely completion of work is essential.

Practice and Experimentation:
Projects will consist of studio practice and experimentation with Adobe tools/methods, research, brainstorming and planning in a sketchbook, completed projects, presentations, critiques, and written reflections. Students will learn how to use industry software and create designs that demonstrate a synthesis of materials, processes, and ideas by practicing, experimenting, and revising their work. For second-year students pursuing an AP 2-D Design Portfolio, a portion of those projects must be related through a theme-driven sustained investigation. For example, if a sustained investigation involves exploring identity in a technology-centric world, the student might explore a collage series of photos in nature and urban landscapes, create and compare hand-drawn/analog typography versus digital typography, create animals with tech-focused parts, make connections between landscapes and our industrial world (worker ants versus cars on a highway). As another example, if a sustained investigation involves exploring passages of time, the student might create a series of photos of a sacred space and how it transforms over time or take photography of various ages of individuals and create multi-layer collages of images and stories of time and place and their evolution.

Research and Planning:
Students will be expected to maintain a course sketchbook to generate possibilities for investigation in their work for all projects. Students will investigate software tools, materials, and processes to develop their ideas. The sketchbook will document experimentation with materials, processes, and ideas for all projects. Sketchbook work may include brainstorming techniques; planning drawings that show experimentation with composition, experimentation with typefaces both digital and hand-drawn; and experimentation with tools and techniques. Second-year students pursuing the AP 2-D Design Portfolio will plan and document their sustained investigation in their sketchbook. Students will be expected to experiment with new artmaking tools and techniques regularly and document that process in the sketchbook to show progression of ideas and experimentation. Students will discuss their concepts with the instructor and explain how their use of materials, processes and ideas connect.

Critiques and Designer Statements:
Students will write designer statements explaining their creative process. Active participation in class critiques is expected with proper use of industry terminology. Daily critique sessions will involve presenting progress, receiving feedback, and refining concepts and materials. The critique process is ongoing daily within the classroom. Students will present their progress regularly to the instructor and peers through class discussions, in-process critiques, and written statements. The instructor and peers will offer suggestions, ask questions, and inquire about the thought process between the project's concept and use of materials. Students will be expected to explain the synthesis between their overall concept, use of materials, and techniques in their designer statement.

Grading Policy

Students need to follow all instructions (written and verbal), attend class, turn in all assignments completed and on time, and participate in class discussions and critiques to be successful in the course. Assignments will be graded and posted in Google Classroom and Infinite Campus. There will be a mix of verbal and written feedback and class critiques. Some feedback will be in Google Classroom. Students will be assigned an Adobe license and responsible for login credentials to access Adobe Creative Cloud, BrainBuffet, and GMetrix. All projects are to be considered for the student portfolio. The student portfolio will be presented to potential employers and college recruiters. The portfolio must reflect the student's own original work.

Late Work:
Meeting deadlines is critical in the graphic design industry—clients expect work to be delivered on time. To mirror this professional expectation, all projects must be submitted by the assigned due date. Work submitted after the deadline will be eligible for up to 50% credit. This policy is designed to encourage time management and responsibility, essential skills for success in this field. If you anticipate difficulty meeting a deadline due to exceptional circumstances, you must inform the instructor well in advance. Last-minute requests for extensions will not be granted. In real-world scenarios, missing deadlines can result in loss of clients and a damaged reputation. This policy is intended to prepare students for the realities of the industry.

Missing Work (*for excused absences only*):
It is the student's responsibility to talk with the instructor about making up any missed work and exams upon returning to class.

Grade Rationale:

Summative Projects / Tests	60%
Classwork / Quizzes	20%
Term Exams	10%
Tech English	5%
Tech Math	5%

Grading Scale:

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-63
D-	62-60
F	59 and below

Academic Integrity

Cheating is not tolerated in any way. Any student who is caught cheating or stealing work will receive an office referral and a zero for the project. Student work should not include any copyrighted, plagiarized, or trademarked material. This includes copying images, tracing images from the internet and/or work created by someone else (including Artificial Intelligence tools), and using other artists/designers work as their own.

Artificial Intelligence Tools: Students are prohibited from using any Artificial Intelligence tools to guide, brainstorm, draft, or create any work related to any assignment. Any use of Artificial Intelligence tools or essay writing services will be considered cheating.

Throughout the course, students are encouraged to work from the direct observations of their individual life experiences, the direct observations from their world, and their dreams, fantasies, and imaginations. This process is practiced on the first day of class, and embedded in all projects, discussions, research, and investigations.

Adobe Certified Professional Credentials

Adobe software training modules completed in this course help prepare students for Adobe Certified Professional exams. These are professional certifications and industry recognized credentials that help lead to entry-level employment after graduation. Adobe Certified Professional certifications validate proficiency in Creative Cloud software through rigorous exams. First-year students receive a license for the Adobe Illustrator exam. Second-year students receive a license for the Adobe Photoshop exam. A license includes access to in-class practice exams, one exam voucher, and one retake voucher. Certification exams will be offered during the second semester. Students who would like to take additional exams need to pay out-of-pocket for those exams. With an Adobe Certified Professional certification in any single program, students confidently prove they have the skills and knowledge to use powerful industry Adobe applications to their full potential. Additionally, students who pass two Adobe certification exams — Photoshop (required) + either Illustrator or InDesign — will earn their Adobe Certified Professional in Visual Design certification. Earning an Adobe Certified Professional in Visual Design credential proves that a student has the capability to operate multiple platforms to accomplish their projects.

Dual Credit

Qualifying students may earn college credit through Ozarks Technical Community College (up to 8 hours) or Missouri State University (up to 6 hours). The Guidance Office will provide more information during the first semester about the application process and required fees.

Behavior Expectations

This course prepares students for post-secondary education and the workplace. Students will be expected to be safe, respectful, and responsible at all times.

Be Safe:
- Follow all rules and use equipment responsibly.
- Don't work on equipment or use tools unless you have been trained and instructed to do so.
- Don't bring food into the classroom or print lab.
- You may have a water bottle in the classroom as long as it has a twist-off lid, is closed, and stored away from computers and equipment.

Be Respectful:
- Treat others with courtesy and kindness.
- Be positive and have a growth mindset.
- Be a good steward of classroom property and supplies. Other students use these items.

Be Responsible:
- Be aware of your behaviors and keep them in check within the classroom and outside the classroom. Our classroom is meant to simulate a workplace environment so always speak and act professionally.
- Be punctual to class and when returning from designated break time. Restroom breaks should be during the designated break time. Students who return late from designated break time will receive a tardy and consequences will be considered.
- Remain in the vending area during designated break time; do not loiter in bathrooms, move throughout the hallways, or go into other classrooms.
- Bring required supplies to class each day and keep bags underneath tables.
- Follow academic integrity policy.
- Be ready to work when the bell rings. Stay busy and on task.

Discipline Process:
1st violation: teacher discussion with student and documented warning
2nd violation: teacher discussion with student, documented warning, and parent contact
3rd violation: office referral and disciplinary action
Extreme incidents that affect the learning environment or health and safety of others will be sent to the office immediately.

Cell Phones / Electronic Devices

Each program at Nichols has their own cell phone policy based on industry standards and professional expectations. Cell phones and electronic devices must be turned off and stored in bags during class and not on the student. Personal electronic devices should only be used with instructor permission. A student using these items without permission will be sent to the office and their phone taken away. If you need to reach your child during class time for emergency situations please contact the main office (573-659-3100).

Internship Program

Selected students may qualify for an internship based on instructor recommendation, attendance, and competencies mastered. More information about the application process will be provided to students during the first semester.

SkillsUSA

Students may participate in SkillsUSA for opportunities in design contests and professional development.

Technology / Equipment Usage

Students must follow the district's Technology Usage Policy and use their designated assigned login credentials for the course to operate their computer each day. Students should only work on their assigned computer. No computer settings should be changed. Students must not download or install any outside materials onto their machines. Misuse of technology, surfing the internet, or using the computer to work on outside projects are not allowed at anytime.

All work created in this course must be school appropriate. It should not suggest or include any offensive imagery, offensive wording, violence, weapons, drugs, or alcohol. Any questionable work will be reported to the administration.

Students will be supplied with Safety Data Sheets on chemicals used in class and must score 90% on any safety exam before being allowed to use equipment and materials. Any student deemed by the instructor to be unfit due to a health reason, drugs, alcohol, etc. will not be allowed to use equipment or materials and sent to the office.

If a student damages, loses, and/or destroys any classroom equipment, furniture, books, or tools that student will be sent to the office and required to purchase and replace item(s).

Discrimination Policy

The school district does not discriminate based on race, color, religion, national origin, gender, age, or disability.