

Graphic Design I and II

Nichols Career Center

Instructor: Dawn Sees, M.Ed.

Contact: dawn.sees@jcschools.us (best method) or 573-659-3100 (NCC Main Office)

Graphic Design I and II at Nichols Career Center is a two-year career and technical program that introduces students to the graphic design industry. This program prepares students for college and postsecondary training in graphic design and visual communication.

Graphic Design I introduces first-year students to design thinking, typography, color theory, branding, digital illustration, digital workflow, and print production. Coursework consists of lecture, readings, design analysis, studio practice, final design projects, print production, and critiques. Students develop a course sketchbook and learn Adobe Illustrator and Photoshop through a series of in-class modules and exercises. Final projects demonstrate knowledge of typography design; digital image design; advertising and branding; and graphic production techniques such as vinyl sign making, screen printing, dye sublimation, and digital printing.

Prerequisites: Strong communication skills (verbal, written), strong foundational art skills, and desktop publishing or web design

Credits earned upon successful completion: 3.0 Practical Arts, 0.5 Technical English, 0.5 Technical Math

Graphic Design II expands upon Graphic Design I. Second-year students advance their typography and visual communication skills with more in-depth problem solving and client-based design projects. Students advance their Adobe Illustrator and Photoshop skills and learn InDesign. At the completion of the two-year course, students have developed a professional résumé and comprehensive design portfolio for college applications and entry-level jobs in the industry.

Prerequisite: Successful completion of Graphic Design I

Credits earned upon successful completion: 3.0 Practical Arts, 0.5 Technical English, 0.5 Technical Math

Course Objectives

- Demonstrate knowledge and understanding of appropriate workplace and safety behaviors
 - Demonstrate knowledge and understanding of design thinking and design processes
 - Demonstrate knowledge and understanding of elements and principles of art and design
 - Demonstrate knowledge and understanding of typography structure, terminology, and methods
 - Demonstrate knowledge and understanding of Macintosh computer operations
 - Demonstrate knowledge and understanding of Adobe InDesign, Illustrator and Photoshop
 - Demonstrate knowledge and understanding of production procedures and printing processes
 - Demonstrate knowledge and understanding of design portfolio development
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Course Resources

- *Communicating through Graphic Design*, 2nd Edition, Davis Publications
- *Visual Workout: Creativity Workbook* by Robin Landa and Rose Gonnella
- *Creative Anarchy* by Denise Bosler
- Brain Buffet Adobe Certified Associate modules

Required Daily Supplies

Students need to purchase their own supplies for the course and bring them to class every day:

- New 9x12 sketchbook with 100 pages (to be used for this class only)
- Zippered pouch or small container (to keep and organize supplies)
- Clear safety glasses
- USB flash drive (32 GB or higher)
- Earbuds or headphones for in-class tutorials (NOT wireless)
- Set of colored pencils (24-count or more)
- Set of art markers (8-count or more, dual-tip recommended)
- Pencil sharpener with screw-on lid
- 2 fine tip black Sharpies
- 2 ultra-fine tip black Sharpies
- Vinyl eraser
- Glue stick
- Pair of scissors (student-size)
- Basic pocket and brad school folder with ruled notebook paper
- #2 pencil
- Basic blue or black ink pen, such as Bic
- 12-inch ruler (stainless steel, cork back recommended)

Pre-assembled toolkits: Pre-assembled toolkits are available to purchase from Nichols for \$38.50 and include the supplies listed above EXCEPT the zippered pouch, folder, #2 pencil, basic ink pen, notebook paper, and ruler.

Optional supplies: The following items are not required, but good to have for various projects: variety of dual-tip or brush-tip illustration markers, set of pastels, various art pens such as Sakura Pigma Micron, set of drawing pencils, pad of tracing paper for sketching process, and pad of mixed-media paper.

Grading Policy

Students are expected to manage multiple projects simultaneously throughout the course and complete all work on time. Assignments, directions, rubrics, resources, etc. are online and managed through Google Classroom. Students will be assigned a license and responsible for login credentials to access their Adobe Creative Cloud account, Adobe modules and course e-textbook online. Students who leave early and/or are absent may need to take work home. It is each student's responsibility to check Infinite Campus and Google Classroom regularly and take care of all assignments in a timely manner.

Incomplete work: Graphic design assignments that are incomplete will not be accepted and will receive a zero.

Late work: Students who are struggling to meet deadlines must communicate with the instructor immediately. Graphic design assignments that are completed late and turned in after the deadline will earn no more than half credit.

Missing work (for documented 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

Projects / Quizzes / Tests	70%
Term Exams	10%
Practice Standards / Job Readiness	10%
Tech English	5%
Tech Math	5%

Grading Scale

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

Dual Credit

Qualifying students have the opportunity to earn dual credit through the program. Contact the NCC Guidance Office for more information about coordinating colleges, universities, and specific requirements.

Behavior Expectations

Nichols Career Center prepares students for the workplace and post-secondary education. Students will be expected to practice workplace safety and professionalism at all times, including respectful behavior, responsibility, and accountability as outlined in the course syllabus. Students must not use foul or offensive language during class or engage in inappropriate conversations or behaviors. Students should arrive to class on time and be in their assigned seat when the bell rings with their supplies ready to work. Purses and book bags should remain on the floor underneath the work tables. Any incident where a student needs to be corrected for misconduct will be documented. Extreme incidents that affect the learning environment or health and safety of others will be sent to the office immediately.

- **1st violation:** teacher discussion with student and documented warning
 - **2nd violation:** teacher discussion with student, documented warning, student written reflection (minimum of two pages, typed, MLA style), and parent contact
 - **3rd violation:** office referral and disciplinary action
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Cell Phones and Electronic Devices

Cell phones and other electronic devices are not allowed during class and must be turned off during class and stored in the student's bag if brought to school. Headphones and earbuds will need to be stored securely in a backpack and should not be worn during class time unless the instructor has approved an activity that requires listening on school-provided media. A student using these items without permission is subject to discipline consequences and will be sent to the office. If you should need to reach your student during class time for emergency situations, please contact the Nichols Career Center Main Office number (573-659-3100).

Cheating and Plagiarism

Student work should not include any copyrighted or trademarked material. This includes copying images, tracing images from the internet, or using other artists/designers work as their own. Any student who violates these policies will receive an office referral and a zero for the project.

Student Services

Nichols Career Center provides procedures to assist students in being successful in the program. Examples include the Vocational Resource Educator, counselor, attendance monitoring, and math/reading assistance. Student services are available to help students succeed in their classes. Career planning is available to help students who are looking for part-time or full-time jobs or need help with writing a résumé, understanding financial aid for post high school training/education, and assessing their vocational strengths and preferences in order to make more informed career choices.

Classroom Equipment and District Technology 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.

Students should not touch any class equipment or tools unless instructed and assigned to do so. If operating any equipment in the facility, students must also wear safety glasses, tie hair back tightly to the back of their head, remove lanyards/jewelry attached to the hands and arms, and secure loose-fitting clothing. Shoes must be worn at all times. No hats or hoodies are allowed.

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).

Internships

Graphic Design II students may qualify to participate in an internship with an employer in the field their last semester. Students are selected based on various factors, including instructor recommendation, grades, attitude, work ethic, attendance, portfolio, and the percentage of competencies mastered.

Industry Recognized Credentials

Students are encouraged to take an Adobe Certified Associate (ACA) Exam(s) to earn ACA Certification(s). These certifications are recognized within the industry and can help lead to entry-level employment. Arranging exam dates and testing fees are the responsibility of the student.

Professional Clubs and Associations

Students are encouraged to participate in SkillsUSA as a student at Nichols. As a member of SkillsUSA, students have opportunities to participate in state and national contests as well as professional development for post-secondary education and entry-level employment. AIGA is the professional association for graphic designers. Membership offers students opportunities to participate in chapter activities, develop new job-related skills, feature work on the AIGA network, various discounts on design-related products, and connect with the professional design community. Both SkillsUSA and AIGA provide discounted membership rates for students.

Classroom Safety Procedures with COVID-19

In-seat education introduces a greater risk of exposure to COVID-19 to staff, students, and their families. The following safety procedures will be implemented in class this year to try to reduce the spread of the virus. Students who do not comply with safety procedures will be sent to the office.

- **Assigned seats:** Students will sit in assigned seats and must remain in their assigned seat at all times. Students must not move any classroom furniture. Students must keep their hands and feet to themselves and not touch other students' workspaces, computers, supplies, or personal belongings.
- **Masks:** Students will be required to wear an appropriate face mask over their nose and mouth at all times, following JCPD District and CDC guidelines.
- **Food and beverages:** Food and beverages are not allowed at any time.
- **Personal supplies:** Students must not share daily supplies. Students will be required to provide their own daily supplies (see list) and bring them to class every day. Any personal items/personal supplies left behind in the classroom will be discarded at the end of the day.
- **Cleaning and disinfecting:** Students will take class time every day to properly clean and disinfect classroom and equipment. Students will be required to clean and disinfect their computer station every day (computer, electronic equipment, chair, work table) before and after each use. Students will be required to clean and disinfect lab tools and lab equipment before and after each use. Students will take class time every day to disinfect their hands when they arrive to class and before they leave class.

Students who say they are not feeling well and/or display any sign(s) of COVID-19 per CDC guidelines (fever, chills, coughing, shortness of breath, difficulty breathing, fatigue, muscle or body aches, headache, new loss of taste or smell, sore throat, congestion, runny nose, nausea, vomiting, or diarrhea) will be sent to the school nurse immediately for evaluation.

Alternative Methods of Instruction (AMI)

In the event of a school closure due to COVID-19, Nichols Career Center graphic design students will transition to remote learning. All coursework will continue to be organized and submitted via Google Classroom. Students will continue to create work digitally through various district-approved software platforms, access their graphic design e-textbook online, and complete all corresponding design activities online. The district will provide wi-fi access at each building parking lot to students who do not have wi-fi access at home. Each student in the graphic design program receives an Adobe student license and login credentials. This enables each student to login and access the Adobe software on their home computer or laptop. Students who are pursuing dual credit in the program this year must have a computer at home with internet access that can run Adobe software.

Discrimination Policy

The Jefferson City School District does not discriminate on the basis of race, color, religion, national origin, gender, age, or disability. This policy pertains to admission/access to, or treatment/employment in its programs and activities.