



Chippewa Valley Schools

Career Technical Education



2020-2021 – FALL 2020

Course: Graphic Design & Imaging Introduction

Time: 6TH hour – 1:12-2:11

Room: 160

Instructor: Rebecca Kiel

Email: rkiel@cvs.k12.mi.us

Planning period: 10:25-12:01

Class phone: 586.723.2560

Website: www.rkiel.weebly.com

Course Description

The primary goal of Graphic Design Introduction is to introduce students to the publishing skills needed for the graphic design industry and/or higher education through various lessons, assignments, and projects. This course covers the following areas of study: Graphic Design industry overview, including career opportunities; safety; introduction to digital design and image development; introduction to image output; introduction to finishing operations; and applied academics related to Graphic Design. Students learn about layout, design, and elements of desktop and electronic publishing. Program software utilized: Adobe Creative Suite (InDesign and Photoshop). Students create an electronic portfolio by the end of Graphic Design Introduction. Classroom safety procedures, work-based learning opportunities, and student leadership roles will be introduced and practiced throughout the course.

Instructional Philosophy

Students will be given challenging real-world projects and assignments typical of the graphic design industry. High quality work is expected and students will be given opportunities to redo work until it meets standards specified during instruction. Classroom activities will include reading, research, projects, and problem solving. Students will often work in teams, but will be expected to complete individual assignments in relation to the team's work. Assessment methods will include written exams, tests, and quizzes; oral and written research reports; reading assignments; and projects.

Student/Course Goals

- Demonstrate a thorough understanding of the elements of graphic design.
- Read, understand and communicate in the language of graphic design.
- Use technology such as Photoshop, Illustrator, and Internet Explorer.
- Students will learn to demonstrate positive work behavior.
- Students will learn to solve problems using critical thinking.
- You will learn the concepts of the application(s) InDesign and Photoshop.
- You will learn the tools and their various functions of the applications InDesign, Illustrator, and Photoshop.
- You will learn how to use various equipment in the classroom SAFELY AND PROPERLY!.
- You will learn how to work interchangeably between the applications InDesign, Illustrator, and Photoshop.

Student Responsibilities:

- All assignments/projects must be turned in on the date they are due unless other arrangements are made with the teacher.
- All assignments/projects that need corrections MUST BE CORRECTED and turned back in WITH THE CORRECTED PAPER STAPLED ON TOP.
- All assignments and projects IS THE STUDENTS RESPONSIBILITY to make-up and make arrangements with the teacher to do so . . . If you miss an assignment completely, you will have to make arrangements with me to make it up after school.
- All students MUTS GET PERMISSION for printing and/or surfing the Internet.
- Each student is expected to participate daily. Daily participation points will be deducted from the student does not participate by not working on their assignment.
- All assignments, projects, and quizzes must be kept until the final day of class and are the student's responsibility
- *(Note: If you lose it you must redo it)*

- YOUR FINAL FOR THE CLASS WILL BE A CUMULATIVE PORTFOLIO THAT WILL CONSIST OF ALL YOUR ASSIGNMENTS & PROJECTS..... DO NOT DELETE OR LOOSE ANY OF YOUR ASSIGNMENTS & PROJECTS!

1 SEMESTER COURSE (2 SEGMENTS)

SEGMENTS COVERED

Course Objectives: The Chippewa Valley High School Graphic Design Program follows the MDE twelve content standards segments. Upon completion of the course students will

- Segment 1 - Industry Overview
- Segment 2- Safety & Health
- **Segment 3- Intro to Design & Image Development**
- **Segment 4- Intro to Image Output**
- **Segment 5- Intro to Finishing Operations**
- Segment 6- Employability Skills & Portfolio
- Segment 7- Applied Academics
- **Segment 8 - New Media, Adv. Design & Image Development**
- Segment 9- Leadership
- Segment 10- Advanced Image Output
- Segment 11- Advanced Finishing Operations
- Segment 12- Project Management

Segments covered in Graphics 1A

Segments covered in Graphics 1B

Work-Based Learning

By the end of the program, each student will participate in at least one of the following experiences: Field trips to industry leaders in the field of graphic, career fairs, speakers, volunteering in field of graphics or job shadow in field of graphics. At least one field trip experience is **required** for all students. Students that do not attend at least one field trip are **required** to complete a job shadowing experience.

CTSO(Career Tech Student Organization): Students enrolled in this course will also have the opportunity to become a member of SkillsUSA. Leadership is a strong foundation of this course and SkillsUSA provides a foundation that will carry students throughout their lives. Becoming a member of SkillsUSA will also allow students to attend state and possibly national conferences and even compete in various events pertaining to Graphic and Printing Technology and Communications.

Safety Training

Each student will participate in safety training for following

- Digital citizenship
- Scanner
- Printer

Related Jobs and Careers

Professionals in all industries can benefit from the course, especially in the following areas: Art Director, Creative Director, Drafter (Architecture and Engineering), Film and Video Editor, Graphic Designer, Industrial/Product Designer. Marketing Manager, Multimedia Artist/Animator, Technical Writer, Web Designer

Attendance

For any career you may choose to enter, it will be important to arrive to work or at appointments on time. Therefore, it is important to practice these good habits while you are in school. Students are strongly encouraged to attend class every day. Extended absences will require additional work outside of the classroom. Chippewa Valley School's attendance policy will be enforced.

Late and Make-up Work

Students will be allowed to make up all possible work if the absence is EXCUSED. It is the responsibility of the student to obtain missed assignments. It is possible that certain work such as group participation, labs, and skills cannot be made up and, as a result, may impact a student's grade. Late work will receive a deduction for each day late. After 3 days the student will receive no more than 50%.

Behavior Expectations

All students are expected to be prepared for class and respectful to others. Students are also expected to adhere to the following:

- Secondary Schools Student Code of Conduct – Chippewa Valley Schools
- Acceptable Use Policy – Chippewa Valley Schools
- Classroom, Equipment and Electronic Expectations 2019– Mrs. Kiel

Grading

All lessons, notes, labs, activities, exercises, quizzes, tests, reviews, reinforcement tests, self-assessment tests, projects, and practice exams will be assigned a point value. The grading scale is as follows:

All quarter and semester grades will be based on the following system. Points will be earned for participation, homework/classroom assignments, quizzes, tests, projects and presentations and extra credit, if applicable.

- **ADVANCED Learner** —Grade Level 100-90(A+A-)Did research, designed, planned, and completed projects on time; applied academic skills; evaluated work and made adjustments; did quality work; needed little help from the teacher; sought and found resources independently; demonstrated knowledge with a grade of 93% or higher; produced a quality portfolio.
- **PROFICIENT Learner** —Grade Level 89-80 (B+B-)Did research, designed and planned; needed some help from the teacher; did quality work with a few flaws; needed feedback from the teacher to realize work did not meet standards; redid work to meet standards; demonstrated knowledge with a grade of 85% or higher; produced a better-than average portfolio.
- **BASIC Learner**—Grade Level 79-70(C+C-)Needed help to research, design and plan or had to be given a plan; relied a great deal on the teacher; had to be given procedures for performing tasks; required significant help to produce a quality product; needed help to evaluate a product; final product still did not meet standards; demonstrated knowledge with a grade of 74% or higher; produced an average portfolio.
- **BELOW BASIC Learner**—Grade Level 69-60(D+D-) Required a great deal of help in completing research, designing, planning and completing projects was unable to evaluate projects; required step-by-step instruction; competencies not mastered; demonstrated knowledge with a grade of 66% or higher; produced a poor or partial portfolio.
- **FAR BELOW BASIC**—Grade Level 59-0(F)Did not complete projects; if projects were completed, they were of such low quality that they did not pass; failed to document procedures; did not show criteria for determining quality; scored 65% or lower; produced a poor portfolio or none at all.

Quarter grades will be calculated based on total points earned. Semester grades will be based on the following weight distribution:

First/Third Quarter 40% Second/Fourth Quarter 40% Midterm/Final Exam 20%

Participation Points:

5 points - ADVANCED LEARNER

On time to class

All materials ready for class

Participate entire class

3 points - BASIC LEARNER

Excused absence with admit

Tardy to class

Late Work

0 points - FAR BELOW BASIC LEARNER

Unexcused absence

No materials for class

Disruptive or off-task behavior

Participation Points will not be added to the grade book until quarter and semester grades.

Points will be subtracted for disruptions or off task behavior. It will be assumed that you are having a hard time and you need a reminder to respect the classroom environment. A verbal reminder of the appropriate behavior will be given to you. It will be your signal that you are in charge of your own behavior. If you choose to continue to disrupt the class however, you will be asked to move seats. If you can manage to get back on track, there will be no consequences. Further disruptions to the learning environment may require extra time in practicing appropriate classroom behaviors before or after school.

Students are responsible for checking their grades in PowerSchool on a regular basis.

Projects: 80% of student's quarter grades are hands on everything will be done on the computer.

Employability Skills: (20%) this has many parts but mainly involves attendance, discussion, partner work and critique activity, quizzes, being on task and daily class preparation.

Final Portfolio: 20% of student's Semester Grades is their final Portfolio

Makeup Work (late, missing, or incomplete assignments):

- Many assignments in this class will be graded from the student computer, student drive or will be printed out and placed in IN BOX. If a student is absent, it is the student's responsibility to check the SCRIBE FOLDER and then talk to the teacher what he/she had missed. Also, if the student is not able to make up assignments during class time, the student needs to be prepared to spend time during their lunch to make up any missing assignments.
- All projects are due on the due date. Each day the project is late, 10 points will be taken off and after 3 days a 0 will have to be given. Being on time with projects is the student's responsibility.
- Extra Help: Mrs. Kiel is available 30 minutes before school and during 4th hour, unless attending a meeting.

Extra Help

The Instructor will be available for extra help during 4th hour. Feel free to schedule a time that's convenient for both you and your instructor, but you need to **schedule** time. This could also possibly be before or after school. Seating arrangements may be adjusted based on student needs

Tardies

Students must be in the classroom and ready to begin work when the bell rings. See Student Handbook on school tardy policy.

Dress Code

All students are expected to follow the Chippewa Valley Schools Dress code. Students are required to follow proper safety rules when operating equipment.

School Policies and Procedures

All students are expected to follow all policies and procedures in the Chippewa Valley High School Student Code of Conduct.

Personal Electronic Devices (PED)

- No Cell phones (for communication of any kind) are to be used in the Graphics/Printing classroom.
- All PEDs are to be placed face down on desks during lectures, demos and when students are not working at their computer.
- Students are allowed to use PEDs with headphones in one ear only. Only the student using the PED should be able to hear the music. Students need to hear and respond to the instructor. Students' consequences will follow the student code of conduct as well as having a deduction on their employability sheet.

Academics

Successful completion of a one-year program will earn 3 elective credits. All Career-Tech programs meet the following requirements for graduation for Chippewa Valley School students:

- VPAA (Visual, Performing, or Applied Arts) Credit
- World Language Credit(2nd year)

Students may be eligible to receive free college credit with successful completion. The qualifications and number of college credit hours vary by the college.

Articulation Course Credit for Post-Secondary Institutions: The following schools offer course credit through an articulation agreement after successfully completion of the Graphic Design Program. (CIP 10.0301)

BAKER COLLEGE - GRC101A

MACOMB COMMUNITY COLLEGE – MACA 1055 OR MACA 1320

OAKLAND COMMUNITY COLLEGE – GRD 1100

WASHTENAW COMMUNITY COLLEGE - GDT 106, GDT 107 & GDT 108

HENRY FORD COMMUNITY COLLEGE - 50.0402

Each post-secondary school has detailed course requirements needed in order to earn credits in their specific program of study. (Similar to Advanced Placement credits)

FOR MORE INFORMATION PLEASE GO TO

https://www.chippewavalleyschools.org/downloads/career-articulation/articulation_information_website_2.2.2019.pdf

Macomb Articulation Agreement: <https://www.macomb.edu/resources/transfer-articulation/attachments/Articulation-Agreement-Media-Communication-Arts-MULTIPLE.pdf>

Course Materials/Resources:

Students will use computers with the following software: Adobe CC: InDesign, Photoshop, and Illustrator; Microsoft Office: Word, Excel, PowerPoint. Students will use the internet to research design samples, client needs, and software tutorials. Students will download fonts to upload on their computers.

Supplies Needed:

One Subject Notebook – Journal

1" Binder

Notebook, pens, and pencils every day.

Materials Needed

Teacher notes

Computers, software, scanner, printer

Flash Drive

Suggested Reading List - STRONGLY RECOMMENDED FOR ALL STUDENTS.

- **Adobe Photoshop CC Classroom in a Book (2015 release) - Faulkner, Andrew - PROVIDED**
- Pocket Pal The Handy Book of Graphics Art Production - editors Frank Romano and Michael Riordan
- InDesign CS6: Visual QuickStart Guide - Cohen, Sandee
- Graphic Design: The New Basics: Second Edition, Revised and Expanded - Ellen Lupton and Jennifer Cole Phillips

NOTICE OF NONDISCRIMINATION: It is the policy of Chippewa Valley Schools not to discriminate on the basis of race, color, religion, national origin or ancestry, gender, age, disability, height, weight or marital status in its programs, services, activities, or employment. Inquiries related to nondiscrimination policies should be directed to: Civil Rights Coordinator, Assistant Superintendent of Human Resources, Chippewa Valley Schools Administration, 19120 Cass Avenue, Clinton Township, MI 48038 Phone: 586-723-2090 / Nondiscrimination inquiries related to disability should be directed to: Section 504 Coordinator, Director of Special Services, (same address) Phone: 586-723-2180

GRAPHICS INTRODUCTION

MRS KIEL

2020-2021 FALL 2020 GRAPHIC DESIGN AND IMAGING INTRODUCTION SYLLABUS

SIGNATURES

Please read and sign the following:

I have read the following syllabi and understand and agree with all that it entails. I understand that if I do not following the classroom policies and procedures, my grade may be affected.

STUDENT NAME

PARENT NAME

STUDENT SIGNATURE DATE

PARENT SIGNATURE DATE