

ADVANCED GRAPHIC DESIGN AND LAYOUT

Course Outline



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COURSE DESCRIPTION:

Students will expand the knowledge and skills acquired in Graphic Design and Layout and focus on the theory and practical application of graphic design and layout to solve client-driven design challenges.

See [Curriculum](#)

GENERAL OBJECTIVES:

1. Describe and apply health and safety practices.
2. Demonstrate an awareness of the evolution, technological progression, and emerging trends in graphic design.
3. Demonstrate a theoretical understanding of design theory to solve design challenges.
4. Demonstrate the practical application of graphic design techniques to solve design challenges.
5. Identify, select, use, and manage tools, equipment, and materials.
6. Describe and demonstrate the transferable cross-curricular knowledge and skills relevant to graphic design.
7. Demonstrate an awareness of sustainability as it pertains to graphic design.
8. Demonstrate an awareness of the ethical and legal standards as they pertain to graphic design.
9. Demonstrate employability skills.
10. Demonstrate an understanding of the graphic design industry.

[General Objective](#)

[Student Goals](#)

UNIT OF STUDY:

Students will be introduced to the following: Logo Design, Layout Design, Corporate Identity, Package Design, and exposed to real-life jobs.

See [Fundamentals of Graphic Design Curriculum](#)

See the assignment list on [WE ARE GRAPHIC](#)

EVALUATION FORMAT:

Students MUST complete all required outcomes to receive credit for this course. All tutorials, activities, and assignments must be done to an industry minimum standard of 70% or students need to redo the assignment.

Occasionally, additional assignments will be given that are not listed on the website. These assignments will strengthen the learning of a specific outcome and will also be required to be completed.

ASSESSMENT GUIDELINES (Formative and Summative):

All assignments and instructions are located on the website. It is advisable to proceed through the activities in the order provided, as they do increase in difficulty, and skills learned in the earlier ones will be used in the later ones.

EVALUATION:

SUMMATIVE ASSESSMENT: Weight (100).

Will be done as assignments are finished. If you don't hand it in on time you will get an NC and a 0 on your report this means (0) until completed. After a week or 2, this mark will be changed permanently to 0. If you are not happy with your mark, ask me what you can do to improve it and if you have time, you can redo it.

Weighting:

Process Work	Project	Course Completion	Total
10	40	50	100

A Completion (comp) mark will be given to you after you have handed in ALL your assignments. This mark will count for 50% of your overall mark. Absolutely all assignments must be handed in.

INCOMPLETE Course. If you by any chance did not complete all the assignments, you will receive an incomplete on the course until you finish it. (this could be discussed with the instructor the next term) If you *diligently worked throughout the semester* and feel you might not finish all assignments, DON'T GIVE UP! Come talk with me and we can develop a plan that will help you to be successful. This plan may involve extra work time, an extended time frame, or a decrease in assignments.

FORMATIVE ASSESSMENT: weight (0).

Is done daily with feedback to students about their work. Students can ask about their work. Get instant feedback. Will be asked what their goals are. Will have to evaluate your assignments. Students learn valuable lifelong skills such as self-evaluation, self-assessment, and goal-setting. A formative assessment will also be made on the General objective for visual communication as well as the Essential skills needed for employment. This could include Creativity, communication, critical thinking, digital citizenship, and more.

LEARNING BEHAVIOURS:

Students will be able to progress through curriculum, activities, and assignments at their own pace. Students must therefore develop good time management skills and be able to work well independently to be successful. Students are expected to exhibit the appropriate level of respect for the facilities, tools, and equipment.

Personal Management Skills	Uses class time effectively; works independently; completes homework and assignments on time
Active Participation in Learning	Participates in-class activities; self-assesses; sets learning goals
Social Responsibility	Works well with others; resolves conflicts appropriately; respects self, others, and the environment; contributes positively to communities

CLASS EXPECTATIONS:**1. Student Expectations**

- a. RESPECT
 - i. Every person (teacher and student)
 - ii. The workplace (no food, drink, keep the area tidy)
 - iii. Yourself
- b. You (and you alone) are responsible for your work so use your TIME wisely.
- c. If you are not sure, please ASK for help, TALK to me if you have a problem.
- d. Come to class ready to work.
- e. CLEAN up after yourself.
- f. Set your GOALS for each subject and class.

Also, see [SVRSS Beliefs](#)

2. Classroom Procedures

- a. **Late:** Being on time means being in your seat at the start of class (not running in the door). This is a direct correlation to point "a" above: Respect!
- b. **Absentees:** Even if approved by Parents/Guardians, you still need to complete assignments. You are responsible for finishing assignments and work that you have missed.
- c. **Food: NO** food AT COMPUTERS. Please place it or eat it on the center tables. You may have a water bottle at the computers.
- d. **Leaving the class:** Ask permission before you leave. I am accountable for your whereabouts during this class and need to know who is out of the room at all times.
- e. My Desk, Office, Laser cutter Computer, and Printer are off-limits to you unless I directly permit you.
- f. **Chairs:** Push them in when you leave.

3. Cell Phone Policy

NO cell phone use in the classroom at any time UNLESS instructed by myself (Ms. Lukey). Any students misusing their phones will be asked to place them in the phone space provided at the front of the classroom. In extreme cases, phones will be left at the front office for parents to come and pick up. This follows the new government mandates phones are not to be used during instructional times!

DIGITAL CITIZENSHIP:

1. Computer use is a privilege. DO NOT abuse it or it will be taken away.
2. You will be on the computer doing assignments at all times.
3. Internet use is solely for assignments.

Personal Devices (watches, phones, tablets, etc.) are not to be used during class time, misuse of them will result in the consequences outlined in the cellphone policy above.

SAFETY: Follow the safety instructions attached to the equipment in class.

Students will **NEVER** be asked or expected to pick up materials for the class