

Graphic Communications 20S – Course Outline

Graphic Communications 20S introduces students to the exciting world of visual communication and digital media.

This course emphasizes creativity, problem-solving, and communication through hands-on projects using professional design software such as Adobe Photoshop, Illustrator, and Canva.

Students will learn how to plan, design, and produce a range of visual materials for both print and digital media.

Course Goals

By the end of the course, students will:

- Understand and apply the elements and principles of design.
- Develop technical skills using design software.
- Demonstrate creativity, composition, and layout skills.
- Manage a design project from concept to completion.
- Build a digital portfolio showcasing their best work.

Units of Study

Unit 1: Introduction to Graphic Communications (2 weeks)

Overview of the graphic communications industry, safety procedures, color theory, and design careers.

Project: Create a personal logo and digital nameplate.

Unit 2: Elements & Principles of Design (2–3 weeks)

Explore design fundamentals—line, shape, color, contrast, balance, and typography.

Project: Design a poster that demonstrates the principles of design.

Unit 3: Digital Imaging & Photo Editing (3 weeks)

Learn image correction, compositing, and retouching using Adobe Photoshop.

Project: Portrait retouching and creative composite project.

Unit 4: Branding & Advertising Design (3 weeks)

Introduction to visual identity, branding, and advertising layouts.

Project: Create a brand package including a logo and advertisement.

Unit 5: Publication Design (3 weeks)

Layout and design principles for brochures, flyers, or magazines.

Project: Design a tri-fold brochure promoting SVRSS or a school activity.

Unit 6: Final Portfolio & Capstone Project (2 weeks)

Compile and refine your best work into a digital portfolio.

Final Project: Create a student-choice design project demonstrating your skills.

Assessment & Evaluation

Category	Description	Weight
Design Projects	Projects based on each unit (logo, poster, brochure, etc.)	70%
Final Project & Portfolio	Cumulative showcase of design skills and creativity	20%
Participation & Professionalism	Work habits, meeting deadlines, collaboration, and engagement	10%

Total: 100%

Software & Tools Used

- Adobe Photoshop
- Adobe Illustrator
- Canva / PostermayWall
- Google Workspace for collaboration

Supplies Needed

- Headphones
- USB Drive or Cloud Storage Access
- Sketchbook or notebook for design planning

Additional Notes

All work must be original. Late projects will affect professionalism marks. Students are encouraged to design materials for real school or community events when possible.

Phones

As per following SVRSS new cell phone policy students are to not have phones out at any time during class unless given permission by the teacher. Students will be reminded the first time. Second time, teacher will take phone away and place it on their desk for the remainder of the class.