

Graphic Communication Technology 40S – Student Course Outline

Course Overview

Graphic Communication is a creative, hands-on course where students learn how visual design communicates ideas, messages, and information. You will explore how images, text, colour, and layout are used in everyday media such as posters, logos, social media, branding, and publications.

This course focuses on **design thinking, creativity, and real-world skills**, not just making things look good.

What You Will Learn

By the end of this course, you will be able to:

- Understand how design communicates messages intentionally
 - Use the design process from idea to final product
 - Apply elements and principles of design effectively
 - Create digital designs using industry-style software
 - Give and receive constructive feedback
 - Build a portfolio of finished design work
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Major Units of Study

Throughout the semester, we will explore the following areas:

- **Foundations of Graphic Communication**
Understanding what design is, how it works, and how designers think
- **Digital Imaging & Photo Editing**
Editing and manipulating images responsibly and creatively
- **Typography & Layout Design**
Working with fonts, text hierarchy, spacing, and page layout
- **Vector Graphics & Illustration**
Creating icons, logos, and illustrations that scale cleanly

- **Branding & Identity Design**
Designing visual identities for brands, teams, or events
 - **Print & Publication Design**
Designing posters, brochures, and multi-page layouts
 - **Digital & Media Graphics**
Creating graphics for social media and digital platforms
 - **Choice / Client-Based Design Project**
Applying your skills to a project of your choice or a real-world brief
 - **Portfolio Development & Presentation**
Selecting, refining, and presenting your best work
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How You Will Be Assessed

Your grade is based on both **your final designs** and **your design process**.

- **Projects & Design Work: 70%**
 - **Process, Participation & Skill Development: 15%**
 - **Final Portfolio & Presentation: 15%**
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What Is the Design Process?

Most projects in this course will follow this process:

Brief → Research → Ideation → Draft → Refine → Final

You will be expected to show your thinking, planning, and revisions — not just the final product.

Expectations for Students

- Participate in class discussions and critiques
 - Try new ideas and take creative risks
 - Accept feedback and revise your work
 - Manage your time and meet deadlines
 - Use images and fonts ethically and responsibly
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Phone Policy

- Students are expected to keep their phones put away during class time unless instructed to use them for learning purposes or given permission by the teacher.
 - If a student is using their phone without permission:
 - First instance: A friendly reminder will be given.
 - Second instance: The phone will be held by the teacher for the remainder of the class period.
 - Continued or repeated misuse of phones may result in administrative involvement.
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Expectations

- Grade 12 students will be expected to work more independently, explore deeper concepts, take leadership roles, and produce portfolio-quality work.
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Final Outcome

By the end of the course, you will have:

- A strong understanding of how graphic design works
 - A collection of finished projects
 - A design portfolio you can use for future courses, jobs, or applications
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This course is creative, challenging, and skill-based — effort, practice, and revision matter.