

MONTE VISTA CHRISTIAN SCHOOL
VIPA 2820 Graphic Design
Course Syllabus

Course Description:

Students will engage in a comprehensive exploration of the various aspects of visual communication including theory, technology and practice.

Curricular Mapping:

This course will cover the fundamental principles and elements of visual communication, including the historical development of such theory in the Western world. Students will familiarize themselves with design concepts beginning with hands-on problem-solving exercises and abstract visual experimentation. They will move on to interact with state-of-the-art graphic design tools—namely, Adobe CS5: Illustrator, Photoshop and InDesign—also gain a basic understanding of previous technology which has provided the foundation for current methods. By gaining an understanding of design theory, history, methodology, technology, and application, students will be encouraged to interact critically with the overwhelmingly visual world of today, and to shape that world for their own generation by adding to it with intentionality.

Course Objectives:

Upon successful completion of this course the student will be able to:

1. Utilize design skills and state-of-the-art software to build various types of media
2. Understand basic production methods for various types of media
3. Articulate design principles, theories, and a beginning personal philosophy
4. Critically assess designed artifacts and design ideas/philosophies

Texts:

NONE

Course Outline and Requirements:

The graded material of this course will consist of various projects, quizzes, and essays, as well as a final exam and final project. The student will encounter the following topics and activities:

1. Introduction to Design / Overview of Visual Communication
2. Design Principles and Basic Elements
3. Introduction to Typography
4. Creating with Digital Tools: Adobe Creative Suite 5 (Illustrator, Photoshop, InDesign)
5. Design Ethics & Social Responsibility

- 6. Designing as a Team
- 7. Critical Assessment Skills and Class Discussion

Grading:

<u>Grade Book Categories</u>		<u>Semester Weighted Grading Configuration</u>	
Projects	50%	Quarter	50%
Essays/Quizzes	15%	Quarter	50%
Participation	35%		

High School Standard Grading Policy:

Please refer to the policy and procedures posted online in our Student Handbook.

Class Policies:

1. Late work:

- a. Late work will be accepted with a 10% deduction per school day up to a 50% deduction. These deductions will be in proportion to the point value of each checkpoint, rather than the value of whole projects (see Grading above).
- b. Students will be marked with a zero for any assignment not turned in by the due date. Grades will be updated once the student has turned in a late assignment per the policy previously stated.
- c. If a student has an excused absence on the day a project is due, the student may still receive full credit if the assignment is turned in the day the student returns to class.

2. Participation:

Part of a student’s grade will be determined by his/her attitude and the degree of effort and involvement demonstrated toward learning and completing assignments in class. Attitudes are reflected in the level of seriousness and responsibility taken toward the following:

- a. Regular daily attendance and punctuality
- b. Work habits demonstrating seriousness and preparedness for each assignment
- c. Mature interaction with classmates
- d. Attentiveness to directions
- e. Meeting deadlines
- f. Oral participation in discussions and critiques
- g. A responsible attitude toward the organization of the facility, care of materials and equipment, and cleanup of one’s workplace

- h. Consistently working until the end of the period
- i. Participation in lab cleanup

3. Equipment:

Students must take care to follow protocol for equipment in the lab, saving work to their personal drives on the school's network, as well as to portable drives. Student work is NOT to be saved on any hard drive in the lab. Any work saved to a lab hard drive is liable to be deleted at the student's sole responsibility.

4. Tardy and Attendance Policy:

Students are expected to be in the classroom and ready to work when the bell rings. The tardy, attendance, and late work policies are all clearly detailed in the student handbook and will be observed in class.

5. Classroom Behavior

- a. Students whose behavior jeopardizes the safety of others will be withdrawn from the class.
- b. No gum, food, or drink will be permitted in the classroom, except closable drink containers such as water bottles.
- c. Be respectful to others.

School Policies and Expected Student Learning Results (ESLRs):

Students are subject to all academic policies of the school as found in the Parent-Student Handbook. Furthermore, it is each student's responsibility to read and follow all academic policies of Monte Vista Christian School. In addition to addressing each ESLR every year, we target a specific ESLR each academic year for particular focus.