Syllabus: Graphic Design & Desktop Publishing

Course Overview:
Course Description: This course provides skill development in one of the fastest growing technology based industries, graphic design and prepress. Students will learn electronic procedures of designing/producing and editing publications using industry standard software (Adobe Creative Suite) and processes. Students will create, format, illustrate, design, edit/revise, and print publications. Proofreading, document composition/design, and communication competencies, along with digital photography and graphic design elements are also included. Skills learned in this class lend themselves towards many exciting careers.

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<tr>
<th>Department:</th>
<th>Department/Course Website (if applicable):</th>
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<tr>
<td>Business, Marketing and IT</td>
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<tr>
<th>Course Number:</th>
<th>Instructor: Rittman</th>
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<td>CMP1050</td>
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<tr>
<th>Credits Earned/Length of Course:</th>
<th>Office Hours:</th>
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<td>.5 Credits (Semester Course)</td>
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<th>Prerequisites:</th>
<th>Instructor Contact Info:</th>
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<td>Phone:</td>
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<th>Required Materials:</th>
<th>Pathway(s):</th>
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<tr>
<td>Insert here</td>
<td>Web &amp; Digital Communication</td>
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Course Standards:
- [Common Core State Standards for Literacy in All Subjects](#)
- [Common Core State Standards for Mathematics -- Standards for Mathematical Practice](#)
- [Wisconsin Common Career Technical Core Standards](#)
- [Wisconsin Standards for Business & Information Technology](#)

Course Assessment(s):
Each Unit has formative and summative assessments. End of unit project with rubric.

Course Outline (including Unit(s) of Time and Essential Questions):
Unit #1 Defining Graphic Design
- What are Principles of Design?
- How are design principles used within your work with Graphic Design?
- What are Elements of Design and how are they used within work with Graphic Design?
- What is the Adobe InDesign tool palette?
- How do you use the tool palette with your work to identify design principles and how to apply them to your work (Illustrating principles of design)?
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Unit #2 Developing Knowledge and Skill of Adobe
- How are Type and Font used as design elements?
- What are the basic elements of a successful printed advertisement?
- What are the basic skills needed with using InDesign to re-design an advertisement?
- What is Copyright and how does it relate to usage of graphics in design?

Unit #3 Scaling & Identifying
- How are graphics scaled and how is appropriate resolution applied for specific situations?
- What is resolution as it relates to graphic design?
- How does resolution relate to image quality?
- What is color theory and how is it used in the production of graphics?

Unit #4 Understanding Picas and Points
- What are picas and points?
- How are picas and points used to measure graphic design projects?
- What is needed to develop skill with picas and points in order to measure and produce graphics?

Unit #5 Introduction to Adobe Photoshop
- What is Adobe Photoshop and how is it used differently than Adobe InDesign?
- What is the Photoshop Tool Palette and how are the tools used?
- What is a logo?
- What are the characteristics of an effective logo?
- What are basic skills in Photoshop needed to create a simple font logo?

Unit #6 Advanced Photoshop Techniques
- What advanced techniques are available in Photoshop?
- How can a tutorial be created in order to teach an advanced Photoshop technique to other students?

Unit #7 Background Graphics
- What is a background graphic and how/where are they used?
- How is a high resolution background graphic produced in Photoshop?
- What tools are used in Photoshop to create background graphics?

Unit #8 Product Packaging
- What are industry standards for product packaging?
- What is product “branding”, how can product branding influence product packaging?
- How can students use existing logos and graphics of a product to develop new layout/design for the product by considering branding and existing product trends?

Unit #9 Career Development/21st Century Skills
- How do the skills and knowledge I am learning in this class get applied within a job setting?
- How can I work with a team to develop an answer to a question or solution to problem?
- How I apply the skills that my future employers will value?
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Texts, Technology, and Resources:
Internet resources including “Student Television Network” and Scholastic Broadcasting resources

Behavior/Attendance Policy:
Insert here

Grading Policy:
Insert here