

GRAPHIC DESIGN & MULTIMEDIA – SYLLABUS

Hutchison High School
Spring 2014

GENERAL INFORMATION:

Name of Cluster	Arts, Audio Visual Communication
Course Title	Graphic Design & Multimedia
Credit Hours	3
Instructors Name	Benjamin Johnson
Class Location	Room 121
Phone	(907) 479-2261 (ext 129)
Email	benjamin.johnson@k12northstar.org
Class Website	http://artsavstudentportal.weebly.com

COURSE PREREQUISITES:

Digital Photography 1A

COURSE DESCRIPTION:

Graphic Design and Multimedia introduces students to industry-standard graphic design software for use in multimedia projects or presentations. After learning the basic tools and layout of the software, students will use critical thinking to complete practical, career-oriented projects, as they integrate text, graphics, and photos into professional presentations, videos, or websites. The course will also include a study of the relevant theories involved in modern graphic design.

COURSE STRUCTURE:

This course is based on the philosophy that quality student learning is achieved through application. This course was developed to provide students an opportunity to not only learn the key components of design, but to allow them an opportunity to practice putting these components together to form full scale publication materials. To that end students will be selecting a business/company that will serve as their main source of inspiration when developing their graphics and publications.

COURSE OBJECTIVES:

Upon completion of the course, students should be able to:

1. Define the term “Graphic Design” and “Multimedia”.
2. Apply sound English writing concepts to the world of publication design including grammatical correctness, hooks, lead-ins, articles, and stories.
3. Selectively choose appropriate *graphics* for various publications and manipulate those graphics using Adobe Photoshop.
4. Demonstrate intermediate to complex skill sets in using the Adobe InDesign software.
5. Appropriately utilize the concepts of quality layout and design as defined by the C.A.R.P. Model.
6. Develop and manipulate a variety of graphics.
7. Develop large scale multimedia publications.
8. Develop publication packages specific to a unique business.

TEXTBOOK/REQUIRED MATERIALS:

Textbook: The Non-Designers Design book

Software: Adobe Photoshop, Adobe InDesign, and Adobe Illustrator, Various Online Applications

Required Materials: Class fees (see below) will cover the purchase of other required materials for class projects including but not limited to printing and presentation supplies.

Suggested Materials: Students who own their own digital camera may find it helpful in completing a number of assignments in this course.

COURSE REQUIREMENTS:

1. **Attendance and Participation:** Due to the hands on nature of this course attendance is absolutely essential to your success. Due to the extensive use of high-level software programs most of this work cannot be completed outside of class time.
2. **Make-Up/Late Work:** Any work missed during the week is due on Friday of that same week. If a student has less than 2 days to make-up the work, it is due on the following Monday. If the student misses this deadline, late work penalties will apply. Assignments given prior to the absence are due upon return, whether or not the class meets on that day. Adjustments to this policy may be made at the teachers discretion.
3. **Late Work for Unexcused Absence:**
 - Late assignments or make-up work will receive double penalties for any missed points on the assignment (*example: If you missed two questions on a worksheet in which each question is worth one point you will be docked four points*)
 - Any assignment turned in after one month of the original due date will be given exactly half of the total points available regardless (good or bad) of the quality of work. (*example: A 100 point project turned in one month late will be given 50 points*)
 - Mr. Johnson will grade and enter late work grades at his earliest convenience.
4. **Mr. Johnson's Lunch and After School Hours:** Students will *only* be allowed to work in Mr. Johnson's classroom during the lunch period on Tuesdays and Thursdays. Students wishing to work after school need to arrange a time and date beforehand. Any additional classroom time that is granted to you is a privilege and should not be expected and/or abused.
5. **Group Work:** During group projects you are responsible for conducting yourself in a courteous, caring, and professional manner.
6. **Coursework:** This course is mainly project based so it is important that all projects are completed on-time and with maximum effort given.
7. **Ethics and Behavior:** This course requires professional and ethical behavior. Plagiarism or any form of cheating violates this principle and will not be tolerated. The communications industry has been seriously affected by the illegal downloading of content over the Internet. Such downloading and/or use of copyrighted material inside the classroom is not only a breach of the computer usage agreement but is also a breach of trust between media professionals and therefore will not be tolerated.

GRADING

The bulk of the grade from this course will come from the small, large, and package productions. Another smaller portion of the final grade will come from class worksheets and written assignments.

100 – 90 % = A
89 – 80 % = B
79 – 70 % = C
69 – 60% = D
BELOW 60% = F

Final Thoughts:

This should be a very fun and fast paced course. Skills learned in Graphic Design and Multimedia production will not only help you in this career field but in any career field in the world. Please bring a respectful and energized attitude to class and we will have a great semester.

Getting Started Assignments

Syllabus Signatures (5pts):

Please sign this syllabus indicating that you have read over the included syllabus. You also need to take the syllabus home and have your parents sign in the space provided.

Print student name

your signature

date

parent's signature

date

Reminder 101 Text Reminders (5pts)

Using the instructions to the right please sign-up for the class cell phone text message service. If you do not have a cell phone or wish to elect not to sign-up for the service you *must* get your parents signature below.

Text @hhsgd to (785) 214-4358



Parents Signature (only required if not signing up) *date*

Request to Join Our Two Facebook Groups (5pts)

Facebook enables us to communicate both as a class and as a cluster. If you have a Facebook account you need to join our groups. Joining this group *does not* give anyone access to your personal Facebook page(s) including your pictures and wall posts.

To send a request to join enter the web address below and click “join group” and a request will be sent to Mr. Johnson who will add you to the group.

Graphic Design Group: <https://www.facebook.com/groups/HHSgraphicdesign/>

Arts AV Group: <https://www.facebook.com/groups/artsav/>

Parents Signature (only required if you are not signing up and/or don't have facebook)

date