

Commercial Graphic Design

Course Code: 11154

Rationale Statement:

The Commercial Graphic Design course will introduce the students to use artistic techniques to effectively communicate ideas and information to business and customer audiences via illustration and other forms of digital or printed media. Topics will emphasize career exploration, concept design, tools and various forms publishing mediums.

Suggested grade level: Grades 9 - 12

Topics covered:

- Careers
- Graphic Design Methods
- Design Elements
- Design Principles, Page Layout, Typography
- Color Theory
- Creating media
- Forms of published media

Core Technical Standards & Examples:

Indicator #1: Explore opportunities within graphic design	
Bloom's Taxonomy Level	Standard and Examples
Understanding	<p>CGD1.1 Summarize careers in the area of graphic design</p> <p>Examples:</p> <ul style="list-style-type: none"> • Attend a job shadow of a professional in the industry • Tour a local print shop • Research the job requirements, wages, education, and geographic opportunities in a graphic design career
Understanding	<p>CGD2.1 Explain the skills needed in the area of graphic design</p> <p>Examples:</p> <ul style="list-style-type: none"> • Identify skills needed to communicate and create graphics • Construct ideas for a client's request of a business logo • Contrast magazines ads to find appealing designs
Indicator #2 – Apply design fundamentals	
Bloom's	Standard and Examples

Taxonomy Level	
Understanding	<p>CGD2.1 Explain legal and ethical issues related to graphic design</p> <p>Examples:</p> <ul style="list-style-type: none"> • Research how to identify copyright materials • Research how to implement a design as a trademark or a copyright • Interpret the law and punishments associated with copyright violations
Applying	<p>CGD2.2 Execute color theory</p> <p>Examples:</p> <ul style="list-style-type: none"> • Translate the colors on a color wheel • Construct artwork-using pastels in analogous colors • Define the terms used in color theory
Applying	<p>CGD2.3 Use the elements of design</p> <p>Examples:</p> <ul style="list-style-type: none"> • Draw a still using graphite pencils illustrating organic shapes • Identify the negative space in various works of art • Select textures for a study in fashion or interior design
Applying	<p>CGD2.4 Implement the principles of design</p> <p>Examples:</p> <ul style="list-style-type: none"> • Paint a watercolor that illustrates movement • Draw linear perspective illustrations to depict proportion • Construct a PowerPoint that illustrates or describes the principles
Indicator #3 – Apply the techniques used in creating print media	
Understanding	<p>CGD3.1 Evaluate the various printing methods</p> <p>Examples:</p> <ul style="list-style-type: none"> • Write a paper on selected printing processes • Print color separations for a poster • Create sublimation transfer for product
Applying	<p>CGD3.2 Demonstrate typography techniques</p> <p>Examples:</p> <ul style="list-style-type: none"> • Identify various fonts to fit design types • List rules for type in design layout • Create a design just using type
Applying	<p>CGD3.3 Apply page layout techniques</p> <p>Examples:</p> <ul style="list-style-type: none"> • Identify design based on client requirements

	<ul style="list-style-type: none"> • Create a thumbnail sketch for advertising layout • Design PSA poster for local event
Indicator #4 – Create graphic media	
Bloom's Taxonomy Level	Standard and Examples
Creating	<p>CGD4.1 Plan out design process in working with client</p> <p>Examples:</p> <ul style="list-style-type: none"> • Classify target audiences for various businesses • Construct questions for a client interview • Sketch designs illustrating customer requirements
Applying	<p>CGD4.2 Implement the use of tools used to create graphics media</p> <p>Examples:</p> <ul style="list-style-type: none"> • Tour a newspaper shop to see negatives being printed • Create a brochure using publishing software • Etch a rubber plate to use in ink transfer design • Create a screen print design using graphic editing software
Indicator #5 – Produce graphic media	
Bloom's Taxonomy Level	Standard and Examples
Evaluating	<p>CGD5.1 Detecting types of mediums needed to match client's request</p> <p>Examples:</p> <ul style="list-style-type: none"> • Calculate size of printed materials to print billboard • Research online photo lab and identify finishes and materials in which photos can be printed • Identify and describe the difference between watercolor, oil and acrylic
Creating	<p>CGD5.2 Planning the use of equipment to publish printed or digital media</p> <p>Examples:</p> <ul style="list-style-type: none"> • Devising a chart of types of printers used for various jobs. • Tour a newspaper to view plates used for negatives • Paint on canvas or print vinyl sign