

INTRO TO

GRAPHIC

DESIGN

Ward Melville High School • Mrs. Weisman

COURSE DESCRIPTION

This full year course deals with major areas of graphic communications, including advertising design, editorial design, graphic design and package design. Students will learn how and when to use Adobe Illustrator, Photoshop and InDesign. Students will be able to experiment with typography, poster design, logo creation, packaging design and more. Students will work to build a college level portfolio. Actual client projects are used in an authentic atmosphere. Intro to Graphic Design constitutes Part I of the Ward Melville Advertising Design Academy (an optional 3-year program offered at Ward Melville with an articulation agreement with SUNY Farmingdale)

EXPECTATIONS

respect • professional attitude • proper language • be detail oriented • give your best effort • be on time • think outside of the box • make smart choices

CLASSROOM RULES

- No food or drink in the room—especially near the computers.
- Do not print until you receive teacher approval.
- Only teacher assigned projects may be printed in this room.
- Always clean up after yourself. If you take something out, put it back when you are done.
- Pass usage: one at a time. Do not leave the room without telling me first. Please do not ask to use the pass in the first or last 10 minutes of class unless it is an emergency.
- Do not go on the Internet unless you have received permission from the teacher.

MATERIALS

- Sketchbook (can be any size, although 8 1/2 x 11 is recommended)
- External hard drive or USB drive will be helpful to back your work up (this is optional)
- Digital camera and video camera will be helpful, but is not required
- We use Adobe Creative Cloud in class

GRADING POLICY

Each quarter grade is comprised of project grades as well as homework, class work and critiques. No one project will count for more than 20% of the final quarter grade. Grades will be regularly posted on the iCampus portal so student progress may be checked throughout the school year. If you notice a mistake on the portal, please contact the teacher immediately and do not wait until the end of the quarter.

Quarter Grade:

Average Project Grades:	70%
Homework/class work/critiques:	<u>30%</u>
	100% = quarter grade

Final Course Grade:

Quarter 1	25%
Quarter 2	25%
Quarter 3	25%
Quarter 4	25%
	100% = final grade

ARTWORK CREATION

All artwork created in this course must be original and should not be offensive. Students may not use any images from the Internet or elsewhere,

which were created by another individual. Students may not use work that was handed in for another class for this course. It is also expected that students complete assignments during class time and not solely on their own at home. Students may not use copyrighted music in any project they create for a class assignment.

CRITIQUES

Critiques are an extremely important part of this class. At the end of each project we may hold a class wide critique. Every student is expected to share his or her design with the class and speak about it. Students are also expected to give constructive criticism to their classmates during our critiques. Everyone will receive a grade for participating in the critique. Critique grades will be part of the class exercise/homework grade. If you are absent the day of a critique, you will be required to write a paper critiquing your own work—the critique paper guidelines are located in Mrs. Weisman’s handout folder on the computer. It is your responsibility to hand this in within a week after the missed critique or a zero will be assigned.

LATE PROJECTS

Every day a project is late, 10 points will be deducted. If you are absent the day an assignment is due, it is your responsibility to show it to the teacher when you return. If you missed class the day a major project is due, yet were still in school it is your responsibility to find the teacher and turn your project in, or it will be marked late. Students missing a project deadline will have a zero entered as a grade until the project is turned in. If for some reason you feel that you cannot make a deadline, please come speak to the teacher.

HOMEWORK/CLASSWORK

Homework and classwork assignments will not be accepted late. If for some reason you feel that you cannot make a deadline, please come speak to the teacher. If you are absent the day homework or classwork is due, it is your responsibility to show it to the teacher when you return.

FINAL DIGITAL PORTFOLIO

At the end of the year students will be required to submit a digital portfolio. This portfolio should contain the most final version of each project we did throughout the year. This will count as a project grade.

DIGITAL CAMERA/TECHNOLOGY USE

Students are responsible for computer equipment, cameras and other equipment and held accountable if anything is lost, stolen (without reasonable care on the student’s part) or misused in any way. In order to sign out cameras to take home, students will be asked to return a signed permission slip stating they are responsible for replacing any equipment that is lost, stolen or broken due to negligence.

ABSENCES • EXTRA HELP

If you miss class for any reason it is your responsibility to come speak to me about what you missed. If for any reason you feel lost or behind in what we are doing, PLEASE come speak to me as soon as possible so we can arrange for extra help.

HOW TO CONTACT ME

The best way to get in contact with me is through e-mail: cweisman@3villagecsd.org

I HAVE READ & UNDERSTAND THE ABOVE INFORMATION:

Student:

Print Name _____

Signature _____

Parent/Guardian:

Print Name _____

Signature _____

Parent E-mail _____

Parent, is there anything that you would like me to know about your child? What is the best way to get in touch with you during the day if necessary?