

**Syllabus:** Computer Graphic Design Tools & Techniques

**Instructor:** Rod Little

**School:** Duke Ellington School of the Arts

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### **COURSE DESCRIPTION:**

This course will help the student to understand and explore producing original Graphic Design projects for Duke Ellington School of the Arts. The student will use fundamental design tools and techniques and apply them to a variety of exciting and creative computer generated design projects for the Duke Ellington faculty and staff. The student will learn how to implement fonts and type treatment, vector images, illustrations and photographs in a variety of school wide assignments in a timely professional manner as if he or she were in the working professional Graphic Design industry.

### **COURSE OUTLINE (GOALS):**

Students will work primarily in three CS4 core group programs: Adobe Illustrator, InDesign and Photoshop. The Student will be encouraged to be very creative, clever and daring with every conceptual solutions for each project and demonstrate planning by the use of thumbnail sketching and mocked compositions. The student shall be able to produce several portfolio print ready Graphic Design projects.

1. Font types & terminology
2. Logo design & vector images
3. Color separation & terminology
4. Identity Packaging
5. Designing composition & layouts with components
6. Collateral design
7. Poster design
8. Magazine design and layouts

### **CONTENT STANDARDS:**

Six DCPS visual art content standards make up the core skills, concepts and knowledge for the Computer Graphic Design 2 course:

1. Technique, Process, and Media
2. Structures and Functions
3. Subjects, Symbols and Ideas
4. History and Culture
5. Reflecting and Assessing
6. Making Connections

**COURSE REQUIREMENTS:**

Regular attendance, promptness to class, participation and improvement in skill development through class projects, research, class field trips, and departmental enrichment opportunities. Students must maintain a classroom portfolio.

**ASSESSMENT / CRITERIA:**

- Test / Research
- Meet the objectives
- Presentation
- Preliminary Preparation
- Craftsmanship
- Creativity / Originality
- Aesthetics
- Critique

**SUPPLY LIST:**

- 1 Flash drive to save projects and store class room files
- 1 sketchbook or Tissue tracing pad
- 1 Exacto knife
- 1 triangle or ruler
- 2 pencils
- 1 self healing cutting mat (optional)

**STUDIO CONDUCT:**

- Use studio time wisely
- Do not abuse art materials
- Return all borrowed tools and materials
- Clean your area before leaving studio
- Respect fellow students and work
- Use appropriate behavior and language

