



WELCOME to **ART & DESIGN IV / GRAPHIC DESIGN**

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COURSEWORK

This following is a tentative outline of the topics we will cover this year:

SEMESTER 1

UNIT 1: Intro to Graphic Design

- Elements of Art / Principles of Design
- Application of Fundamentals
- Typography 101

UNIT 2: Designing for the Future

- Marketing & Advertising Design
- The Psychology of Design

SEMESTER 2

UNIT 3: Branding & Identity

- Building Your Own Brand
- Ad Campaign
- Web Design and UX / UI

UNIT 4: UX / Designing for Others

- TBD

CLASSROOM EXPECTATIONS FOR BEAUTIFUL PEOPLE

1. Be present, both in body and mind.
2. Be curious. The opposite of curiosity is apathy. Apathy is ignorance.
3. Show grit and develop perseverance.
3. Be respectful of our room.
4. Be respectful of your classmates. We're in this together.
4. ALWAYS give 100%. The fruits of your labor will be innumerable.

"Everybody wants to be famous. No one wants to do the hard work."

- Kevin Hart

COURSE MATERIALS

To be prepared each day for class, you will need:

- Pen / pencil / writing utensil
- **One** sketchbook 8" x 11" or larger
 1. You must compile ALL of your work in ONE sketchbook; sketchbook will act as a resource for collection of process and feedback for all of your process)

HOMEWORK

Homework is here! It will mostly consist of finishing classwork we have started that day to present completed for the next class meeting. For example, if we start a logo project and I ask for 6 variations of a logo and you only finish 4 in class, the remaining logos must be completed the next time we meet. Each step of the process is essentially a Checkpoint and we will conduct regular class critiques where you will show your work. If you have incomplete work, your Habits of Mind grade will suffer! Please make an effort to come to class prepared, and that means having work finished that is well done and not sloppy or rushed.

LATE WORK

Students submitting evidence late have one week from the original due date to submit for essential skill grading only. Habits of Mind grade grading will reflect a zero (0) and will be changed to a one (1) upon receipt. Absences do not automatically excuse students from on-time submissions of written assessments, tangible deliverables, and/or verbal presentations. Frequent and excessive "absences" on critical due dates will result in a lowering of Habits of Mind grade.

TECHNOLOGY

There will be times during class (workshop days or extended activities) when listening to music via your headphones will be appropriate. Otherwise, if you are having trouble focusing and it becomes a distraction, it will be confiscated and your parent / guardian will need to pick it up from me at a later time.

FOOD & DRINK

Since we are in a computer lab working around sensitive / expensive equipment, eating is not permitted in this classroom. Water bottles are acceptable but must be kept on the floor. A second warning will earn you a lunchtime of cleaning this very room! No one wants your Flaming Hot Cheeto fingers all over the keyboard, grosso.

...godspeed.