

Graphic Design

Grade: Elective

ART 607 Graphic Design

½ credit

5 days per week; 1 semester

Taught in Spanish

This is *an elective course for 11th and 12th grade students* in the Mexican and US diploma program. Students will turn out professional-looking graphics for web or print with Adobe Illustrator software. Through practical exercises, they will become fluent in the premier program for line art, logos, vector graphics and quick page layout, as well as tricks and time efficient techniques to keep work clean and professional.

Strand 1= Theory of Graphic Design

Strand 2= Advertising and Marketing

Strand 3= Basic tools of the Adobe Illustrator program. (Computer Design)

Strand 4= Design of invitations, envelopes, posters, canvases

Strand 5= Illustrations

Textbook: NONE

Prerequisite: NONE

Code: Subject.Grade.Strand#.Standard#.Benchmark#

Example: GD.11/12.4.3.1 –Graphic Design, Eleven and Twelfth Grades, Strand 4, Standard 3, Benchmark 1

Strand 1: Theory of Graphic Design

Standard 1: The student knows and uses the basic principles in graphic design.

| Benchmark Code | Benchmark |
|----------------|---|
| GD.11/12.1.1.1 | The student will analyze the history of design through the years. |
| GD.11/12.1.1.2 | The student will analyze the basic principles of design such as balance. |
| GD.11/12.1.1.3 | The student will analyze the basic principles of design such as proportion. |
| GD.11/12.1.1.4 | The student will analyze the basic principles of design such hierarchy. |
| GD.11/12.1.1.5 | The student will analyze the basic principles of design such as rhythm. |
| GD.11/12.1.1.6 | The student will analyze the basic principles of design such unity. |

Strand 2: Advertising and Marketing.

Standard 1: The student understands and applies knowledge, techniques, and processes related to marketing

| Benchmark Code | Benchmark |
|----------------|---|
| GD.11/12.2.1.1 | The student will identify the social impact of advertising messages. |
| GD.11/12.2.1.2 | The student will identify the function and meaning of the colors in design. |
| GD.11/12.1.1.3 | The student will analyze the meaning of the typography and how to correctly apply it in design. |
| GD.11/12.1.1.4 | The student will identify the messages that are hidden in advertising in both video and print commercials and their purposes. |

Strand 3: Basic tools of the Adobe Illustrator program. (Computer Design)

Standard 1: The student learns how to use the Illustrator program

| Benchmark Code | Benchmark |
|----------------|---|
| GD.11/12.3.1.1 | The student will learn about and use the selection tool (select entire objects, resize, delete, move them, etc.). |
| GD.11/12.3.1.2 | The student will learn about and use the text tool (allows you to create and edit text). |
| GD.11/12.3.1.3 | The student will learn about and use the pen tool (draw straight or curved lines). |
| GD.11/12.3.1.4 | The student will learn and use rectangle tool (create rectangles, borders and backgrounds). |
| GD.11/12.3.1.5 | The student will learn about and use the hand tool and zoom tool. |

Strand 4: Design of invitations, envelopes, posters, canvases.

Standard 1: The student learns how to design in the computer.

| Benchmark Code | Benchmark |
|----------------|--|
| GD.11/12.4.1.1 | The student will make art brushes (color, scale, rotation, transformation, blends). |
| GD.11/12.4.1.2 | The student will use the layers panel to list, organize and edit the objects in an Illustrator document. |
| GD.11/12.4.1.3 | The student will style text for our invitation card. |
| GD.11/12.4.1.4 | The student will add color and artwork to our invite (gradient, transparency, patterns). |

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| GD.11/12.4.1.5 | The student will use shape, brushes, texture. |
| GD.11/12.4.1.6 | The student will use vectors, clipping mask, pathfinder. |
| Strand 5: Illustrations | |
| Standard 1: The student knows how to make illustrations. | |
| Benchmark Code | Benchmark |
| GD.11/12.5.1.1 | The student will configure color, scale. |
| GD.11/12.5.1.2 | The student will use clipping mask, opacity masks, layer masks. |
| GD.11/12.5.1.3 | The student will learn how to make 3D Extrusion effects, text, shapes & 3D. |
| GD.11/12.5.1.4 | The student will use color scheme, blend, transform. |
| GD.11/12.5.1.5 | The student will learn how to use grain, gradients, blends. |
| GD.11/12.5.1.6 | The student will learn how to make an avatar. |