

# Currituck County High School

## Adobe Visual Design

### Syllabus 2017/18 Fall Semester



## Welcome

Welcome to Adobe Visual Design and the possibility for an excellent hi-tech, industry standard, creativity stimulating, educational experience. This class was new to Currituck County High School as of the 2014/15 school year. Keep in mind, my class as well as the rest of your educational experience is only what you make of it. My job is to present you with all the information you will need to build a foundation of knowledge allowing you to be proficient in graphic design using Adobe Photoshop, Illustrator, and InDesign. Your job is to participate in all lecture/discussions, demonstrations, projects, tests and exams with enthusiasm and one hundred percent focus. You will be given every opportunity to succeed as long as you are willing to put forth the expected effort.

*Mr. Welliver*

## Course Overview

Visual Design: Foundations of Design and Print Production is a yearlong (semester in the 4 x 4 block system used in Currituck County Public Schools), project-based curriculum that develops career and communication skills in graphic design, illustration and print and digital media production, using Adobe tools. Visual Design develops four key skill areas:

- Project management and collaboration
- Design
- Research and communication
- Professional digital photography, illustration, and page layout using Adobe tools

Students develop these key skills in a spiral—each project adds more challenging skills to foundation proficiencies. Students experience subject areas and skills across careers in graphic design, illustration, photography, and print and digital media production.

Visual Design addresses each of these areas, using a project-based approach. Each project has phases that follow a design and development process, from project planning and analysis to evaluation and distribution. Students gain experience through real-world projects that help them better understand the roles and processes across a broad range of careers involving visual design. To simulate a professional work environment, students gradually migrate their design work from an individual process to a group process, focused on personal and client work. Design work by its very nature is iterative, so the projects contain activities that require students to evaluate and then redesign and rework their communications.

Specific attention has been paid to developing concepts and principles for thorough, effective design. This content prepares students for the following Adobe Certified Associate exams:

- Visual Communication using Adobe Photoshop.
- Graphic Design and Illustration using Adobe Illustrator
- Print & Digital Media Publication using Adobe InDesign

Each project guideline provides structure for the content and process.

The key skills emphasized in the first half of the course are:

- Soft skills such as interviewing and responding to feedback

- Designing for a variety of audiences and needs
- Problem solving that helps support multiple perspectives
- Illustration and drawing
- Page layout
- The design process and effective communication
- Peer teaching and evaluation in a collaborative environment
- Technical image manipulation and print publishing skills

The key skills emphasized in the second half of the course are:

- Project management skills such as task management, client management, milestone tracking, and contingency planning
- Reusable design elements
- Communication with peers and team members, using project plans or specifications
- Design and redesign
- Technical graphic- and print-production skills such as creating vector-based graphics and filters
- Design solutions, including multi-page and double-page layouts

*Adobe*

## ***Classroom Conduct***

Currituck County High School has provided you with a student handbook. Currituck County’s policies addressing student conduct expectations, dress codes, attendance, tardiness, are all outlined in detail. Be sure to read it thoroughly. Our lab is no different than any classroom at CCHS as far as these policies are concerned.

Due to the fact that our digital design lab is equipped with the most hi-tech, expensive technology at the school there are some rules unique to our environment which will be discussed in class in a timely, logical fashion. These are intended to assure your safety and proper use of equipment.

## ***You Provide (things you need to bring everyday to class)***

- 1 - 1” three ring binder (clear plastic sleeve on front for cover sheet)
- 10 - tabbed sectional dividers for binder
- yellow highlighter
- 4G flash driver

## ***Grading Scale and Percentages***

### ***Scale***

- 90 - 100.....(A)
- 80 - 89.....(B)
- 70 - 79.....(C)
- 60 - 69.....(D)
- 59 & below.....(F)

### ***Percentages***

- Demonstration Participation & Product.....30%
- Tests & Quizzes.....30%
- Projects .....40%