<u>**Course Name:**</u> **Digital Art & Design 2**

<u>**Course Description:**</u> Digital Art & Design 2 is intended for students who want in-depth experience using design software for visual communication. Students will explore design challenges that will continue to develop their knowledge of design and the Adobe Creative Suite from Digital Art & Design 1. This course is designed for students who are skilled in digital arts and have a desire to pursue the field beyond Twinsburg High School.

This course provides experiences for students to use image, type, color, illustration, and photography to create dynamic media using the Adobe Creative Suite. Students will focus on the design process needed to create print and digital media that effectively communicates messages and information.

Students will create designs for real world applications. The class will become the design studio for school teams, classes, clubs, etc. In addition, students will design for local businesses and organizations, providing marketable skills for the digital world.

Benchmarks	Indicators	Strategies/Clarifications
A. DEMONSTRATE KNOWLEDGE OF THE GRAPHICS INDUSTRY AND BASIC CONCEPT DEVELOPMENT SKILLS	● Describe past, present, and future styles in the graphic design field ● Identify art movements that impacted graphic design ● Describe the importance of graphic design's influence on society ● Explore color variations using color theory ● Create multiple compositions through producing thumbnails and rough sketches ● Develop and refine a composition	Students will write about current trends in graphic design. and then apply those trends to their own creations Students will find one example of bad design and one example of good design in their everyday lives and present their findings with thoughtful commentary. Students will then propose a better redesign for the example of bad design that they brought in, they will go through the creative process
B. DEMONSTRATE FOUNDATIONAL DESIGN PRINCIPLES	● Select typeface size, style, paragraph, and character attributes ● Identify major styles of typography using descriptive vocabulary ● Explain color theory as it applies to design: additive, subtractive, CMYK, RGB, and Web ● Demonstrate effective use of space and hierarchy (positive/negative; size, contrast, and proportion) ● Define principles of design: line, shape, form, space, texture, value, and color ● Define elements of design: repetition, rhythm, variety, balance, emphasis, economy, and proportion ● Employ the effective use of a grid to organize and order visual elements ● Explain the importance of consistency in design and usability	Students will further develop the design thinking process by conducting a guided brainstorming session, to develop an original idea for their first illustration assignment. Brainstorming can be collaborative or individual and may include techniques such as word storm, mind mapping, visual association or others. Students will apply the design thinking process to create a small scale illustration that represents the use of the art elements and design principles
C. IDENTIFY PROJECT BENCHMARKS	● Generate project ideas through the use of thumbnails, roughs, mock-ups, wireframes, etc ● Identify project scope and parameters ● Use criteria to evaluate a project ● Participate in a critique ● Prepare electronic proofs ● Identify various reproduction and distribution processes ● Perform self and peer evaluations	Students will participate in a presentation and discussion about what illustration is, and see examples of the different ways artists and designers create illustrations. Students will spend time experimenting with traditional illustration media in sketchbooks. Students will be presented with a design assignment and will create preliminary drafts and sketches in their sketchbook using the design thinking process (brainstorm, sketch, research, experiment)

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D. DEMONSTRATE EFFECTIVE PRODUCTION PRACTICES	● Prepare images for digital reproduction ● Use appropriate resolution, compression, and file formats for various media outputs including web, video, and print ● Demonstrate procedures to prepare artwork for presentation (mounting/ craftsmanship and/ or digital distribution) ● Produce a final comprehensive layout ● Describe considerations necessary for both print and digital delivery	Students will learn the different file types and their uses. Students will demonstrate the best use for each of the major file types. Students will research layout from magazines that they read or websites that they visit and then students will create their own layouts with an emphasis on understanding target audience.
E. DEMONSTRATE FLUENCY WITH A COMPUTER OPERATING SYSTEM AND DIGITAL FILE MANAGEMENT	● Perform file saving and archiving to external/network storage media ● Save and/or export document in a variety of appropriate formats ● Determine appropriate file size, resolution, and format ● Apply correct file extensions and naming conventions ● Compare and identify the basic computer platforms ● Demonstrate troubleshooting skills and procedure ● Create and manage files and folders ● Identify local and network drives and storage ● Save, retrieve, load, format, import data into, and export a variety of electronic documents (word processing, spreadsheet, database, and design software) ● Demonstrate the proper use of peripherals and how they connect to a computer ● Demonstrate proper use and limitations of electronic proofreading tools	Students will review the terminology related to design layout. Students will be presented with a variety of layout options and create sketches of the various types. Students will complete a series of small scale assignments dealing with topics such as hierarchy, active negative space, page layout, proximity, alignment, placement, or scale, for example.

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F. EDIT AND CREATE DIGITAL IMAGES USING ADOBE PHOTOSHOP SOFTWARE	- Define and utilize units of measure (such as points, picas, pixels, and/ or inches) - Define image resolution and its relationship to file and images size - Define RGB versus CMYK color spaces and their usage - Demonstrate proficiency with photo editing tools, options, and panels - Retouch, modify, and correct images - Demonstrate proper layer management techniques - Improve the color and tonal balance of an image - Define raster and vector file formats and their qualities - Incorporate type in to a Photoshop document - Discuss the benefits of a layered Photoshop file - Prepare a Photoshop document for a variety of output needs	Students will learn all of the Adobe PhotoShop interface and become familiar with the drawing and image editing tools. Students will be given time to experiment with drawing and image editing tools, ask questions and create a small design using PhotoShop. Students will complete a series of brief tutorials (gathered from textbooks, internet or other resources) that introduce the various functions of Adobe PhotoShop, such as the use of layers, filters, color editing, clone stamp and other tools.
G. CREATE VECTOR ART USING ADOBE ILLUSTRATOR SOFTWARE	- Demonstrate techniques of layer management - Define raster and vector file formats and their qualities - Apply type attributes, styles, and effects - Use image creation tools, options, and panels to create a vector illustration - Apply and edit color swatches - Apply pattern, gradient, stroke, fill, and transformation object attributes - Demonstrate proficiency in combining vector and raster images - Create primitives: shapes, triangle, square, ellipse, circle, etc - Draw using the pen tool - Trace a bitmap image using templates and drawing layers - Apply proper settings when saving or exporting graphics	Students will learn all of the Adobe Illustrator interface and become familiar with the drawing tools. Students will be given time to experiment with drawing tools, ask questions and create a small design using Illustrator. Students will complete a series of brief tutorials (gathered from textbooks, internet or other resources) that introduce the various functions of Adobe Illustrator, such as the use of the pen and pencil tools, shape drawing, stroke, fill and gradient, image trace, pathfinder and others.

Benchmarks	Indicators	Strategies/Clarifications
H. DEVELOP EMPLOYABILITY SKILLS TO SECURE AND KEEP EMPLOYMENT IN GRAPHIC DESIGN	● Analyze branding and corporate identity, its purpose and constituents ● Create a visual that contains all the richness of the brand ● Create and present a portfolio ● Demonstrate appropriate workplace behaviors	Students will collaborate, research and investigate commercial art products that are components of branding or corporate identity. Students will generate a concept for a fictional product or service. Using the design thinking process, students will create design for real world businesses. These could include logo design, letterhead, website design, social media components, packaging or others.
I. RECOGNIZE LEGAL REQUIREMENTS AND ETHICAL CONSIDERATIONS IN GRAPHIC DESIGN	● Identify plagiarism ● Incorporate cultural sensitivity and diversity awareness into the design process ● Define and debate fair use including authorships, rights of use for work and likeness, and credit lines ● Identify the difference between Fair Use as it applies to copyright for an educational verses and professional use	Students will see examples of plagiarism in art and participate in a discussion and/or research about fair use, copyright and originality. It is the expectation that students create original artwork inspired by their own photos, drawings, and experiences with minimal use of appropriated images.