

**Mr. Walker, Mr. Lamantia, Mrs. Kue**  
**CTE Graphic Design/Media Arts**  
**9th-12th 2023-2024 School Year**  
**Room H205/H206**

### **Class Description and Goals**

**The Providence Career and Technical Academy *Graphic Design/Media Arts Program*** is an activity-based syllabus that teaches design principles and image editing and illustration techniques for producing design projects for web, print, and video delivery. Each activity contains a small task within so students are learning and refining their skills as they complete each task. Each activity also contains student guides to use in order to learn the technical skills required to complete each task. This class course will serve as an advanced coursework into the highly technical and demanding graphic design/communications field. Critical thinking and problem solving is our top priority and will be emphasized throughout each lesson in this course. This trade requires an in-depth knowledge of Adobe Creative Cloud which has been the industry standard software for over 2 decades.

### **Goals and Objectives:**

**Students will obtain basic knowledge of the following, in no specific order:**

- **Principals and elements of Graphic Design & Video Production**
- **Typography/font**
- **Safety and health**
- **Digital file input and output**
- **Digital Media Creation for Web & Print**
- **Video Production Filming, Editing & Studio Production**
- **Math and measurements**
- **Business skills/job applications/interpersonal skills**

Certifications in the following:

- **Adobe Certification**

College Credits/Courses in the following:

- **NEIT 5 Credits-DMP101-Video Techniques/Studio**
- **NEIT Two Courses- GMW123 Design 1 and GMW 112 Digital Graphics I**

Our main goal is to help you succeed both in the classroom and in the media arts industry. The media arts field is a growing industry and we want each of you to fall in love with learning the trade. Even if you do not move on to work in the field of media arts, being able to be exposed to such a great industry will allow you to learn how to work with others and succeed in the real world.

### **Common Core Standards Addressed - Career Ready Practices:**

- **Act as a responsible and contributing citizen and employee.**
- **Apply appropriate academic and technical skills.**
- **Attend to personal health and financial well-being.**
- **Communicate clearly and effectively and with reason.**
- **Consider the environmental, social and economic impacts of decisions.**

- **Demonstrate creativity and innovation.**
- **Employ valid and reliable research strategies.**
- **Model integrity, ethical leadership and effective management.**
- **Plan education and career paths aligned to personal goals.**
- **Use technology to enhance productivity.**
- **Work productively in teams while using cultural global competence.**

#### **Materials Needed**

- -Textbook: “Classroom in a Book” Creative Suite - Photoshop, Illustrator, Premiere, InDesign
- -The Television Production Handbook
- -GO-A Kidd’s Guide to Graphic Design
- - PrintED accredited curriculum textbook “ Graphic Communications: The Printed Image”
- -LearnKey Adobe Creative Cloud Training Modules

Classes:

#### **9th Grade- Introduction to Media Arts-Graphic Design 1**

- Intro to Apple Operating System/Lab Safety
- Introduction to Graphic Design
- Adobe Photoshop 1, Illustrator 1, InDesign 1(Digital tutorials via AdobeEducationExchange.com)

#### **10th Grade- Graphic Design 2**

- Adobe Photoshop 2, Illustrator 2, InDesign 2 (Classroom in a book)
- Photography 101
- Editing images and graphics

#### **11th Grade- NEIT Video Production/Media Arts 3**

- Video Production Editing, Theory, and Video Production projects
- A/V Studio Production 1
- Graphic Design 3- Creative Marketing and Design-Print Production in shop

#### **12th Grade- Graphic Design 4**

- Graphic Design 4-Animation & Adobe Certification Training and Review
- A/V Studio Production & Web Design
- Internships & Work Based Learning Hours

#### **Classroom Procedures**

- Beginning the class period: You are expected to find your seat, log into google classroom/Canvas and complete the “Do Now” immediately posted in google classroom.
- Seeking help: You should quietly raise your hand or communicate with the teacher via Google Classroom or in class whenever you need help (questions, comments, requests, etc.)
- Last 5 minutes of class dedicated to: Saving work, equipment put away, Exit Ticket question/reflection posted in google classroom.

#### **Attendance**

When you are absent, you will still be held accountable for the learning that has taken place while you were gone. Most assignments and work is posted online via google classroom. You will be given ample time to complete this work and get caught up. Please let me know if you need any help locating or completing make up work.

**Assignments**

All assignments will be posted to google classroom daily and daily lesson notes should be written down in your notebook/chromebook. It is your responsibility to sign into your google classroom account each day and complete the assignments. All digital design work is submitted via google classroom and graded according to the various project rubrics. There will be many group assignments where you will be required to participate in hands-on learning. There is a participation rubric as well that will determine your grade for participation and hands on assignments.

**Academic Grade:**

**Projects: 50%**

**Binder and Class/Online Participation: 20%**

**Performance/Employability 20%**

**Tests and quizzes: 10%**