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Course Description

Graphic Art and Design 110 will provide the opportunity for learners to explore the skills, processes and knowledge involved in graphic art and design. This includes developing foundational skills such as drawing, understanding various media, working with principles and elements of art and design, and image manipulation. We will be using a variety of computer programs (Corel Draw, Corel Photo) to produce various types of media.

Periodically throughout the semester we will be creating media for real events held at Armstrong or within the community. This provides students with the opportunity for real life experience in the graphic design field as they will work with a client to develop the media form.

Essential Learnings

Demonstrate an understanding of the design process in communication design.

Demonstrate competency in critical visual literacy.

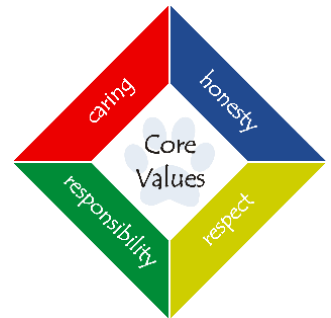
Demonstrate the foundational core skills, professional practices and life skills fundamental to the field of graphic art and design.

Apply the knowledge, skills, and processes specific to graphic art and design to communicate visually in the manner of a graphic artist and designer.

Demonstrate an understanding of the elements and principles of design.

Evaluation:

20% Final Practical Assessment
 20% Graphic Art Learning Folder
 60% Rich Performance Tasks
 (Conversations, Observations, and Products)



Attendance:

Daily attendance is a must in this course! You will be working independently through a lot of the course material. It is **your responsibility** to ensure you are up to date with all course work.

Assignments:

Students will be assessed on many projects including logos, brochures, cartoon characters, as well as self-designed effective promotional pieces, publications and digital art. You will work through most assignment individually and at your own pace. Assignments with due dates need to be completed on time. If your assignment is not complete by the assigned date you run great risk of falling behind in the course material. So...

DON'T LEAVE THINGS UNTIL THE LAST MINUTE! EXPECTATIONS

1 Be on-time, on-task, & prepared to learn **EVERYDAY**

2 Keep all personal electronics **PUT AWAY!**

3 **BE RESPONSIBLE** ← → for your own learning

4 **RESPECT** the teacher
the classroom
other students

5 Trash goes in the trashcan! **#NOTYOURMAID**

6 **TRY** First then ask for **Help!**

7 **NO** at