Hazelwood School District

High Expectations For All!

Introduction to Graphic Design & Multimedia

Grades 9-12

Curriculum Committee Members

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TABLE OF CONTENTS

Introduction to Graphic Design and Multimedia

Grades 9-12

Hazelwood School District

Mission Statement

In a culture of **high expectation** and **excellence**, our students will become lifelong learners equipped with 21st Century skills for success as global citizens.

Core Value Statements

- High student achievement based on multiple measures as we prepare students to become global citizens.
- A diverse staff that is caring, culturally competent, well trained, and highly effective in their roles.
- Holding ourselves accountable for a culture of excellence with high standards in both academics and behavior.
- Maintaining fiscal responsibility of the district's assets and resources while utilizing best financial practices.
- A supportive learning environment that fosters healthy socio-emotional development for all students.
- Preparing students with global thinking and skills to make them productive in college, career, and life in the 21st century.
- Community involvement that drives high parental and community/stakeholder engagement, effective partnerships, and positive relationships with informative communication.

Goals

Goal 1 – Improve Student Achievement

Goal 2 – Differentiate and Expand Resources and Services for Students

Goal 3 – Enhance Professional Growth

Goal 4 – Maintain Fiscal Responsibility

Goal 5 – Increase Parent and Community Involvement

Curriculum Overview

Introduction to Graphic Design and Multimedia

Missouri Career Education combines academics and occupational skill training to prepare students of all ages. Training programs are offered in Agriculture, Business, Health Sciences, Family and Consumer Sciences, Skilled Technical Sciences, Technology and Engineering, and Marketing and Cooperative Education. Missouri Career Education prepares Missourians for the 21st century to better serve the needs of students, parents, educators, and employers through challenging, relevant, and accountable programs. Career Clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass virtually all occupations from entry through professional levels. These groupings of occupations are used as an organizing tool for curriculum design, a model for guidance and instruction, and a mechanism for seamless transition from secondary education to postsecondary and/or career. The career cluster of Human services meets the needs of students interested in the career fields of Family and Community Services, Early Childhood Development and Services, Counseling and Mental Health Services, Personal Care Services, and Consumer Services. (Taken from Missouri Department of Elementary and Secondary Education's website at: https://dese.mo.gov)

Introduction to Graphic Design and Multimedia serves as a foundation course for several pathways within the Business and Marketing programs. This area of instruction provides content for employment in career areas which include graphic arts/desktop publishing skills. Demand in this area will continue to expand as businesses utilize advanced graphic arts skills to increase their production efficiency and improve the creativity and quality of business documents and publications.

The students will be able to take this foundational knowledge from the course and apply to it various career paths. Students in this pathway are encouraged to become members of Future Business Leaders of America (FBLA) or Distributive Education Clubs of America (DECA). These are Department of Elementary and Secondary Education approved Career and Technical Student Organizations.

COURSE TITLE: Introduction to Graphic Design and Multimedia

GRADE LEVEL: 9-12

CONTENT AREA: Career and Technical Education

Course Description
Introduction to Graphic Design and Multimedia is an entry-level course in which students will develop graphic design and multimedia skills. Students will develop technical skills including computer animation, the creation of original graphic images, and the development of a personal portfolio through the use of computer software such as Adobe Illustrator, Adobe Animate and Adobe PhotoShop.

Course Rationale
Graphic Design and Multimedia concepts are vital in multiple career areas. Businesses utilize graphic arts skills to increase their production efficiency and improve the creativity and quality of business documents and publications.

Course Scope and Sequence		
Unit 1: Adobe Illustrator – 15 class periods (90 minutes)	Unit 2: Adobe Photoshop – 15 class periods (90 minutes)	Unit 3: Adobe Animate – 15 class periods (90 minutes)

Course Materials and Resources
• *Adobe Photoshop CC* (2018 release). Adobe Press. ISBN: 978-0-13-485248-5.   • *Adobe Illustrator CC* (2018 release). Adobe Press. ISBN: 978-0-13-485249-2.   • *Adobe Animate CC* (2018 release). Adobe Press. ISBN: 978-0-13-485253-9.   • Adobe Creative Cloud Software   • Adobe Education Exchange Website: https://edex.adobe.com/

Unit Objectives

Unit 1
1. Students will be able to match the design to the appropriate audience.
2. Students will be able to manipulate text features and formats.
3. Students will be able to select sample projects to show graphic arts/desktop publishing concepts mastered.
4. Students will be able to demonstrate ability to listen/read and follow directions.
5. Students will be able to identify and apply tools and palettes.
6. Students will be able to manage electronic files.
7. Students will be able to import files and images from various sources.
8. Students will be able to create original illustrations.

Unit 2
1. Students will be able to apply layering techniques in publications.
2. Students will be able to match the design to the appropriate audience.
3. Students will be able to manipulate text features and formats.
4. Students will be able to select sample projects to show graphic arts/desktop publishing concepts mastered.
5. Students will be able to demonstrate ability to listen/read and follow directions.
6. Students will be able to identify and apply tools and palettes.
7. Students will be able to manage electronic files.
8. Students will be able to import files and images from various sources.
9. Students will be able to manipulate images.
10. Students will be able to create original graphics.

Unit 3
1. Students will be able to match the design to the appropriate audience.
2. Students will be able to manipulate text features and formats.
3. Students will be able to select sample projects to show graphic arts/desktop publishing concepts mastered.
4. Students will be able to demonstrate ability to listen/read and follow directions.
5. Students will be able to identify and apply tools and palettes.
6. Students will be able to manage electronic files.
7. Students will be able to import files and images from various sources.
8. Students will be able to create original animations.

Essential Terminology/Vocabulary

Unit 1: Arc, Artboard, Basic Shapes, Bloat, Direct Selection, Eyedropper, Graphic Styles, Grid, Hand, Join, Line Segment, Pathfinder, Pen, Perspective Grid, Pucker, Selection, Twirl, Type, and Unite.

Unit 2: Clone Stamp, Filter, Lasso, Layer, Magic Eraser, Magic Wand, Magnetic Lasso, Marquee, Quick Selection Tool, Rasterize, Spot Healing.

Unit 3: Animation, Graphic, Bitmaps, Shapes, Objects, Attributes, Grouping, Symbols, Waves, Tweening, Shape tween, Path, Clips, Timeline, Rotation, Frame-by-frame, Templates, Static text, Alignment, Dynamic text, Action panels.