

# GRAPHIC ART and DESIGN 110

## Course Outline

Timeline: January 28 – June 5, 2015  
Location: Hartland Community School, Room A-149  
Teacher: Mr. Graham Rich, graham.rich@nbed.nb.ca, 375-3000 (office)

## Course Overview

“Graphic Art and Design 110 ... will help develop an awareness of how graphic design in our daily environment influences us. It will also help individuals develop cognitive and affective relationships with our multimedia society.”

- N.B. Curriculum Document

## Expectations

- Graphic Art and Design 110 is a hands-on project-based course and **attendance is essential**. If a student should **miss 2 classes**, he/she must arrange with Mr. Rich to **catch up after school**.
- Students must arrive prepared, on-time and ready to work safely while being efficient and productive.
- As per the HCS Attendance Policy, if a student does not attend **20 classes** of Graphic Art and Design 110, then he/she will not receive credit for this course.

## ASSESSMENT NOTE:

The June final mark is **NOT** mathematically based on the April report mark. This encourages students to take greater risk with more challenging projects.

## Course Fees and Materials

There is a **\$10 fee** for paper, colour printing and laminating. This course is mostly computer based and software is provided. Students will need a binder or folder to keep notes and sketches. During related units, students may use their cell phone or similar device as a photo camera; students must check in their device with the teacher and must use the device in “airplane mode”.

## Communication

- Assignments and due dates will be posted at:  
<http://www.witty.ca> → HCS → Graphic Art and Design 110
- Parents can contact Mr. Rich by phone, email or by appointment.

## Assessments

- 50% - Assignments & Projects
- 20% - Tests
- 30% - Final Project & Portfolio

## Possible Topics of Study

- Elements & Principles of Visual Perception
- Image Composition
- Symbol Design (& Focus Group Testing)
- Logo Design (& Client Negotiations)
- Image Manipulation

## Curriculum Outcomes

- Demonstrate an understanding of image development and manipulation and the reasons for doing this.
- Demonstrate an understanding of the design process (thumbnail sketches – rough sketch – comprehensive layout).
- Apply concepts and skills involved in layout and paste-up.
- Create and manipulate the optical image
- Produce a printed image (paper or screen).
- Handle the materials, tools, equipment and processes specific to graphic arts.

## Project Evaluation Criteria

- Ideas (including thumbnail sketches and rough drafts)
- Design Elements and Principles
- Competence (includes appropriateness, knowledge and ability)
- Initiative (includes level of difficulty)
- Completion (includes craftsmanship)

## Graphic Art & Design 110 (January 28 – June 5, 2015)

I have read the course outline. I understand the course objectives and assessments.

I realize the April report mark indicates progress only and is **not** a percentage of the final mark.

Parent/Guardian Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Student Name: \_\_\_\_\_ Signature: \_\_\_\_\_