

# GRAPHIC ART and DESIGN 110

## Course Outline

Timeline: February 3, 2016 – June 16, 2016  
Location: Hartland Community School, Room A-149  
Teacher: Mr. Graham Rich, graham.rich@nbed.nb.ca, 375-3000  
Witty.ca → HCS → “Graphic Art & Design 110”

## Course Description

“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 on Students for Learning

- This course is hands-on and project-based so **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**, then he/she will not receive credit for this course (barring extreme circumstances).
- Each student will be expected to participate in photography on both sides of the camera. *This is not optional.*

## Course Fee and Materials

There is a \$10 fee for paper, ink, colour printing and laminating. Computer software will be “free and open source” so students may download it free at home. (Gimp.org, Inkscape.org, LibreOffice.org) Students will need a notebook or binder, as this course will involve writing when analyzing media. Students will also need to be comfortable using cameras and computers (provided).

## Communication

- Assignments and deadlines will be posted at:  
<http://witty.ca> → HCS → “Graphic Art and Design 110”
- Parents can contact Mr. Rich by phone, email, at parent-teacher meetings or by appointment.

## Assessments

### Term 1

- 80% Assignments and Projects
- 20% Tests

### Term 2

- 45% Assignments and Projects
- 5% Tests
- 30% Final Project
- 20% Final Interview & Portfolio

### Final Mark

- 50% Term 1 + 50% Term 2

## Topics of Study

- Elements of Art
- Principles of Design
- Vector Graphics
- Symbol Design
- Logo Design
- Image Composition (Photography)
- Image Manipulation (Photoshop)
- Independent Study Project

## Assessment Criteria

- Effort (commitment to excellence)
- Time (used fully and wisely)
- Initiative (risk and difficulty)
- Process (plan, make, assess, clean)
- Craft (quality and completeness)
- Competence (demonstrate growth)

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## Graphic Art & Design 110 (February 3, 2016 – June 16, 2016)

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

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

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

Comments: \_\_\_\_\_

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# **Curriculum Outcomes – Graphic Art and Design 110**

*By the end of this course, students will be expected to:*

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