Graphic Design Course Syllabus

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Byron Martin Advanced Technology Center

Course Description
In our everyday world, we are surrounded by design—from the automobile to cereal boxes, computers, toothbrushes, magazine covers, CD covers, clothing and much more. Through this course we will explore the world of graphic design. What skills does it take to design a logo, packaging or a poster? Through the relationship of text and visual images you will create projects that could be used in marketing, advertising, or communicating an effective message to others. Students will also have the opportunity to analyze the outcome of their work and present it as if they were selling it to a client.

Course Objectives
By the end of this course, students will be able to:

- Understand concepts and tools related to graphic design and digital art.
- Master skills basic to image manipulation, digital illustration, product and advertising design.
- Understand the fundamentals and applications of digital illustration and graphic design.

Required Materials

- Desktop computers, drawing tablets, and software are provided for student use in the classroom.
- Students will occasionally need something to write or sketch with.

Grading Policy

- Assignments: 40%
- Projects: 40%
- Participation: 20%

Class Policies and Expectations

- Attend class regularly and arrive on time.
- Actively participate in class.
- Complete assignments and projects by their due dates.
- Respect the equipment and classroom environment.
- Treat others with respect and provide constructive feedback.

Homework and Tutoring Times

- Because students are not expected to have access to computers and required software at home, all assignments and projects will be completed during class. **Homework is not typically assigned.**
- If you need extra time or assistance with an assignment or project, tutoring is available before or after school upon request.

Rubric for Assessment

Criteria	Excellent (A)	Good (B)	Satisfactory (C)	Needs Improvement (D)
Understanding of Concepts	Demonstrates deep understanding of concepts related to project/assignment	Shows good understanding of concepts related to project/ assignment	Shows basic understanding of concepts.	Lacks understanding of concepts.
Technical Skills	Shows mastery of tools and techniques	Proficient with tools and techniques.	Shows some proficiency with tools and techniques.	Needs significant improvement
Creativity and Originality	Highly creative and original work	Work shows a good amount of creativity	Work shows some creativity	Lacks creativity
Participation and Effort	Always engaged and contributes	Mostly engaged	Occasionally engaged	Rarely participates

South Plains College Dual Credit & Syllabus Statements

Students who successfully complete this course can receive dual credit through South Plains College. Use the link below to view the South Plains College syllabus statements:

https://www.southplainscollege.edu/syllabusstatements/

This syllabus provides a clear outline of expectations and requirements for the Graphic Design course. Please review it carefully and feel free to reach out with any questions.

Classroom Poster Printing

To reward hard work and creativity throughout the school year, we will use a system for learning how to print in production quality and take home a "poster" of your work.

- For each major Graphic Design project, I will allow the class to anonymously vote on their favorite finished results.
- Winners for each project will be allowed to print a high quality, poster-sized version of their work to take home with them (They may also be used to decorate the classroom walls)

Poster printer is NEVER to be operated by a student alone