

Randolph Technical Career Center
17 Forest Street
Randolph, Vermont 05060

Program Syllabus

Program: Graphic Arts
Instructor: Michael Kay - Louis

Embedded Credit: 1 Math

Program Description:

The Graphic Arts Program is a one - year program that aims to expose students to the necessary skills they will need to prepare them for further education and work experience in the graphic arts industry. Students participate in a broad-based introduction to visual communications concepts, technologies, processes, and to the world of college study and employment.

The program builds specific skills in illustration, graphic design, software applications (including Photoshop, Illustrator, In Design, and Lightroom), computer systems management, pre-press file preparation, printing, designing for film, and digital photography. Students will be exposed to working on course assignments and live projects with clients. They study the work of design professionals both in the classroom and out in the field.

Course Objectives: At the completion of this course students will be able to demonstrate an understanding of the basic principles of graphic design, illustration, and computer software, systems management, file preparation, and photography through applied projects and a portfolio of assignment pieces. Students will be prepared for a course of further study at college and application for employment opportunities such as, but not limited to, production assistant, design assistant, and digital photo editor.

Course Expectations, Projects, and Grading Protocol

Students are expected to be self motivated, show an ability to conduct research and use their creative skills as they work to complete projects that allow students to learn skills as they are exposed to industry expectations. Students should not only be able to work independently but also work with every other member of the class as a team player. Team work and problem solving are stressed on a daily basis. Students will be expected to complete assignments and homework on time plus follow team expectation and course rules. Projects will include, but not be limited to, researching the graphic arts profession, Illustration, Landscape, Portraiture, Still Life, a variety of Graphic Design assignments, Logo Design, Business Cards, Greetings Cards, Restaurant Menus, Package Design, Magazine Front Cover Design, Posters, and Book Covers. The course will include digital and traditional photography as well as illustration and story boarding for film video and character/game development.

Grading Protocol

Project/Assignment	Percentage of Grade
Assignments / Homework	85.00%
Attitude and Attendance	15.00%
Total	100%

Projects

• Overview of Industry and Professional Expectations

Career Standards and Ethics VT Standards 1.8 1.10 1.13 1.14

Identify major occupations in the graphic arts profession

List the major responsibilities for each occupation

Identify basic salary levels for the graphic arts industry

• Career Exploration and Professional Development

Career Standards and Ethics VT Standards 1.8 1.10 1.13 1.14

Define the role of a graphic designer

Discuss career opportunities available in the graphic design field

Demonstrate career interests through visual communication

Produce projects to a professional standard and on time

Use appropriate terminology to describe graphic design techniques and processes

Discuss, critique, compare and contrast own work and the work of others using appropriate terminology

Portfolio development

• Drawing and Illustration

Principles of Illustration VT Standards 1.16 5.24 5.28

Demonstrate an understanding of single point perspective double point perspective

Demonstrate an understanding of vanishing point

Working to a grid as it applies to Landscape, Portrait, Figure and Still Life

Demonstrate an understanding of nine point tonal scale

Demonstrate an ability to produce project based thumbnail sketches, and rough layouts

• Primary Design Elements and Principles of Design

Principles of Graphic Design VT Standards 1.16 2.13 5.15 5.24 5.28 5.29

Understand the basic elements of design line, shape, mass, texture, and color

Demonstrate a working knowledge of two dimensional and three dimensional designs

Design a poster using one color, line, and shape

Design signage using shape and a combination of warm and cool colors

Design a package using only line, shape, and one color

Provide an example of a project from start to finish, including thumbnails, rough layout comps, and final piece

Provide a finished project that exemplifies POV, mass, volume, texture, space, movement

Provide a finished project that exemplifies unity, proximity, repetition, continuation, continuity, variety

Demonstrate an ability to produce project based thumbnail sketches, and rough layouts

- **Typography and Color Theory**

- Typography and Color Theory VT Standards 5.17 5.24 5.27**

- Understanding type styles and meaning

- Understanding type history

- Understanding font sizing, leading, and kerning

- Understanding meaning of complimentary colors and contrasting colors in design

- Demonstrate color meanings warm color, cool color, mixed color, neutral color

- Design a poster using a combination of warm colors Vs cool colors

- Design a brochure using only warm colors convert brochure to cool colors

- **Systems Management**

- Managing work flow VT Standards 1.8 1.10 1.13 1.14** Understanding effective and efficient

- organization of computer files, folders, file Formats, and file sizes

- Managing files, folders, and systems

- **Page layout software (Adobe InDesign)**

- Electronic Imaging Desktop Publishing**

- VT Standards 1.16 2.2 5.14 5.15 5.24 5.29 7.17 7.18 7.19**

- Demonstrate ability to effectively communicate through page layout software using basic design principles and elements

- Choose font using correct size, leading and kerning.

- Identify the fundamentals of type and its uses.

- Identify three products that would be produced using desktop publishing

- Organize a file management system for achieving and backing up work

- Demonstrate file management operations for opening, copying, saving and deleting files

- Demonstrate knowledge of page layout program using commands, menus and pallets

- Set style sheet with appropriate margins gutters, headings, and body copy

- Flow copy from word processing program to page layout program maintaining style sheet

- **Illustration software (Adobe Illustrator)**

- Electronic Imaging: Illustrator**

- VT Standards 1.16 2.2 5.14 5.15 5.24 5.28 5.29 7.10 7.17 7.18 7.19**

- Demonstrate ability to effectively communicate using basic design principles, commands, menus and pallets

- Create a design using the pen, brush, line, and airbrush drawing tools

- Create a poster design using manipulated type for effect

- Trace a logo drawing and photograph using the appropriate tools

- Create a design using electronic clip art

- Create a printed piece using tints, style pallets, and manipulated type

- **Photo editing software (Adobe Photoshop)**

- Electronic Imaging: Photoshop**

- VT Standards 1.16 2.2 5.14 5.15 5.24 5.28 5.29 7.10 7.17 7.18 7.19**

- Demonstrate ability to effectively communicate using basic design principles, commands, menus and pallets

- Demonstrate an understanding of the differences between RGB, CYMK and Spot Color files

- Demonstrate the differences between high resolution and low-resolution files

- Show an understanding of the differences between TIFF PICT EPS JPG and PDF formats

Demonstrate the procedure for cropping graphic images
Demonstrate an ability to use stamp, dodge, and burn tools
Demonstrate an ability to work in multiple layers
Design a multi colored poster using CYMK color pallet and manipulated type
Scan 35mm negative reproduce B&W, Sepia, and Solarized print @ 6X4 300ppi

• **Scanning and File Formats**

Scanning VT Standards 1.16 2.2 7.17 7.18 7.19

Identify basic types of scanner and how they operate
Identify basic scanner software, its uses and limitations
Demonstrate scanner software operation
Produce a scan of a line drawing, a photograph, screened art and film

• **Photography (Traditional and Digital)**

**Principles of Photography Traditional Black and White + Digital
VT Standards 1.17 2.2 2.13 2.14 5.14 5.15 7.10 7.17 7.18 7.19**

Identify and explain different types of cameras
Identify and explain different types of film
Demonstrate a practical knowledge of Medium Format camera
Correctly expose, film using light meter
Correctly calculate chemical quantity and times for film
Correctly develop, and fix film
Identify basic darkroom equipment.
Identify basic materials for darkroom printing
Correctly calculate chemical quantity and times for printing
Correctly print a contact print, a test strip, and one 10X8 B&W photo
Demonstrate a working knowledge of digital camera
Demonstrate an understanding of file sizes and types
Demonstrate an understanding of white balance and color balance
Demonstrate an understanding of downloading a high-resolution file
Prep a high-resolution file ready for printing
File management, Lightroom

RTCC - Graphic Arts - Program of Study Components

The recommended courses and activities new students should complete before enrolling in the Graphic Arts Program include:

- ✓ 2 English credits.
- ✓ 2 Math credits (embedded math available in program for 3rd math credit).
- ✓ 2 Social Studies credits (3rd social studies available at RTCC)
- ✓ 2 Science credits. Physical education requirements.
- ✓ Health requirement
- ✓ It is strongly encouraged that students complete all Arts requirements and have taken additional art-based electives.
- ✓ Any other courses that will result in a student leaving the Graphic Arts program during the day (e.g. Driver Education).

By completing the majority of graduation requirements prior to attending RTCC's Graphic Arts program, students can more fully participate in, and take advantage of, the technical program. Students should be able to demonstrate an interest in Graphic Arts by writing a one-page essay explaining their interest in, and motivation to, join the course. Also, it is highly recommended that students have samples of artwork and be prepared to attend an interview where they would be expected to describe the work and talk about their skills obtained and specific interest in RTCC's Graphic Arts program.

Dual enrollment courses available through RTCC's Graphic Arts program:

Students who participate in RTCC's Graphic Arts program can enroll in a series of courses at Lyndon State College in the Visual Arts program. Students must take the Accuplacer assessment with a passing score 85 or more. Students will be supported to complete Graphic Design I and Digital Photography assignments and submit a portfolio that will demonstrate competence in the courses and, if accepted by LSC, can earn a total of 6 credits.

Graphic Design I

Graphic Design should include a total of 9-10 pieces and 3 written documents.

- GDI.1 Demonstrate understanding of the design process.
- GDI.2 Demonstrate competency in the principles of design.
- GDI.3 Demonstrate competency and knowledge of Gestalts.
- GDI.4 Demonstrate competency in the elements of design.
- GDI.5 Demonstrate basic drawing skills.
- GDI.6 Demonstrate ability to effectively communicate through illustration software using basic design principles and elements and demonstrating effective use of pen tool.
- GDI.7 Demonstrate ability to effectively communicate through page layout software using basic design principles and elements.
- GDI.8 Demonstrate ability to effectively communicate through Photoshop software using basic design principles and elements and demonstrating effective use of selection tools and layers.
- GDI.9 Demonstrate competency through the use of typography.

Written:

- GDI.I0 Demonstrate ability to express ideas about visual communication.
- GDI.II Use appropriate terminology to describe graphic design techniques and processes
- GDI.I2 Describe some career opportunities available in the graphic arts field.

Digital Photography

- DP.1 Demonstrate competency in the use of photographic elements and principles.
- DP.2 Demonstrate competency in the use of electronic manipulation tools.
- DP.3 Demonstrate competency in digital imaging: DPI, file sizes, file types, image modes.
- DP.4 Demonstrate a breadth of photographic styles such as: Portraiture, Landscapes, Action.
- DP.5 Discuss, critique, compare and contrast own work and the work of others from a historical and contemporary point of view.
- DP.6 Describe the differences and similarities between digital photography and traditional.

Students have the opportunity to enroll in CCV's "Introduction to College Studies", a course that helps students learn skills that will help them succeed in college (e.g. study skills, writing skills, career planning, and presentation skills). Students completing the "Introduction to College Studies" can earn a voucher for three college credits accepted at any Vermont State College. Additionally students whose academic skills qualify them for the "Fast Forward" program provides a voucher for three college credits accepted at any Vermont State College. CCV and other Vermont State Colleges offer several recommended arts-related classes.

Industry Recognized Certification:

At this time there is no industry-recognized certification available. However, the Department of Education in collaboration with Graphic Arts and Media programs are moving towards a statewide standard of evaluation and testing which is based on professional practices and expectations.

Careers Available to Program Graduates:

Following is a sample of the types of careers students will be prepared to enter.

Graphic Design, Industrial Design, Interior Design, Graphic Books, Cartooning and Interactive books, Web Design, Film Making, DVD Authoring, Photography, Computer design and sales, Computer Forensics, Teaching.

Post Secondary Education Opportunities:

Following is a sample of the types of colleges and universities students will be prepared to enter.

Lyndon State College, Lyndon VT. Castleton State College, Castleton, VT. Community College of Vermont, Montpelier, VT. Champlain College, Burlington, VT. Montserrat College of Art, Beverly, MA. Mount Ida College, Newton, MA. Rhode Island School of Design, Providence, RI. Savannah College of Art and Design, Savannah, GA. Art Institute, Atlanta, Georgia. Full Sail Film School, Orlando, FL.