9136

FUNDAMENTALS OF GRAPHIC DESIGN

20S/20E/20M

A Graphic Design Course

9136: Fundamentals of Graphic Design 20S/20E/20M

Course Description

This course introduces students to the field of graphic design. Students will begin to focus on basic design theory, the design process, and their practical application.

Goal 1: Describe and apply **health and safety** practices.

GLO 1.1: Describe and apply appropriate **health and safety** practices.

SLO 10.1.1.1: Follow safety practices when using tools, equipment, and materials.

SLO 10.1.1.2: Locate first aid stations and fire extinguishers.

SLO 10.1.1.3: Describe the reporting process for injuries.

SLO 10.1.1.4: Explain the Workplace Hazardous Material Information System (WHMIS).

SLO 10.1.1.5: Match the WHMIS hazardous materials symbols and their meanings.

SLO 10.1.1.6: Describe the steps to use in the Right to Refuse process.

SLO 10.1.1.7: Explain how and where to find information on workplace safety and health.

SLO 10.1.1.8: Give examples of safety and health hazards found in a graphic design studio.

SLO 10.1.1.9: Describe the importance of using personal protective equipment (PPE).

SLO 10.1.1.10: Demonstrate the proper selection and use of a variety of PPE and fall protection systems.

SLO 10.1.1.11: Outline the safety principles for working on and around electrical equipment.

SLO 10.1.1.12: Outline workplace fire safety principles.

SLO 10.1.1.13: Maintain a clean and organized work area.

Goal 2: Demonstrate an awareness of the **evolution, technological progression, and emerging trends** in graphic design.

GLO 2.1: Understand the **evolution, technological progression,** and **emerging trends** in graphic design.

No applicable SLOs.

Goal 3: Demonstrate a **theoretical understanding of design theory** in order to solve design challenges.

GLO 3.1: Demonstrate a theoretical understanding of **creativity.**

SLO 10.3.1.1: Discuss and define creativity.

SLO 10.3.1.2: Discuss the role of creativity in the graphic design industry.

GLO 3.2: Demonstrate a theoretical understanding of the **elements and principles of design.**

SLO 10.3.2.1: Identify the elements of design, including
- line
- shape
- colour
- texture
- value
- space

SLO 10.3.2.2: Identify the principles of design, including
- unity/harmony
- proportion
- balance
- contrast
- emphasis
- direction
- rhythm
- pattern
- repetition
- variety

SLO 10.3.2.3: Identify the principles of design found in pre-existing materials.

SLO 10.3.2.4: Describe the use of the principles of design found in pre-existing materials.

GLO 3.3: Demonstrate a theoretical understanding of **colour.**

SLO 10.3.3.1: Demonstrate basic knowledge of colour systems (e.g., primary, secondary, tertiary, complementary).

SLO 10.3.3.2: Demonstrate basic knowledge of colour modes (e.g., subtractive, additive colour, RGB, and CMYK).

GLO 3.4: Demonstrate a theoretical understanding of **layout and composition.**

SLO 10.3.4.1: Demonstrate an understanding of the place of layout and composition in the graphic design process.

SLO 10.3.4.2: Discuss how the principles of design are applied in layout and composition.

GLO 3.5: Demonstrate a theoretical understanding of **typography**.

SLO 10.3.5.1: Describe the anatomy of type and their applications.

SLO 10.3.5.2: Describe type classifications and their applications.

SLO 10.3.5.3: Discuss typographical solutions.

GLO 3.6: Demonstrate a theoretical understanding of **drawing and illustration**.

SLO 10.3.6.1: Describe the differences between raster and vector formats.

SLO 10.3.6.2: Discuss the relationship between seeing and drawing.

GLO 3.7: Demonstrate a theoretical understanding of the use of **photographic images**.

SLO 10.3.7.1: Discuss the importance of photography in graphic design.

SLO 10.3.7.2: Discuss photographic manipulation.

SLO 10.3.7.3: Demonstrate an awareness of the use of basic photographic manipulation techniques.

GLO 3.8: Demonstrate a theoretical understanding of **interactive design**.

SLO 10.3.8.1: Define interactive design.

SLO 10.3.8.2: Define static and dynamic interactive design.

SLO 10.3.8.3: Demonstrate an awareness of interactive design (i.e., interactive web page, app, game, e-publication, etc.).

GLO 3.9: Demonstrate a theoretical understanding of **file preparation for intended media**.

SLO 10.3.9.1: Demonstrate an understanding of the need to manage (name, organize) files.

SLO 10.3.9.2: Demonstrate an awareness of the importance of file preparation.

SLO 10.3.9.3: Demonstrate an awareness of different digital file types (i.e., jpeg, EPS, TIFF).

SLO 10.3.9.4: Describe different media.

GLO 3.10: Demonstrate a theoretical understanding of the **design process**.

SLO 10.3.10.1: Identify the steps in the design process:

    1. Identify the design challenge.

    2. Research design solutions.

    3. Conceptualize design solutions.

    4. Refine design concepts.

    5. Create design solutions.

    6. Present design solutions.

    7. Implement design solutions.

    8. Evaluate design solutions.

Goal 4: Demonstrate the **practical application of graphic design techniques** to solve design challenges.

GLO 4.1: Demonstrate the practical application of **creativity.**

SLO 10.4.1.1: Demonstrate creativity.

GLO 4.2: Demonstrate the practical application of **elements and principles of design.**

SLO 10.4.2.1: Incorporate elements of design, including

- line
- shape
- colour
- texture
- value
- space

SLO 10.4.2.2: Apply the principles of design, including

- unity/harmony
- proportion
- balance
- contrast
- emphasis
- direction
- rhythm
- pattern
- repetition
- variety

GLO 4.3: Demonstrate the practical application of **colour.**

SLO 10.4.3.1: Apply basic knowledge of colour systems (e.g., primary, secondary, tertiary, complementary).

SLO 10.4.3.2: Apply an understanding of the psychology of colour.

SLO 10.4.3.3: Apply basic knowledge of colour modes (e.g., subtractive, additive colour, RGB, and CMYK).

GLO 4.4: Demonstrate the practical application of **layout and composition.**

SLO 10.4.4.1: Apply the principles of design in the creation of a layout.

SLO 10.4.4.3: Set up page or image size using appropriate measuring units.

GLO 4.5: Demonstrate the practical application of **typography.**

SLO 10.4.5.1: Use typography to effectively communicate a message.

GLO 4.6: Demonstrate the practical application of **drawing and illustration.**

SLO 10.4.6.1: Apply introductory drawing techniques.

SLO 10.4.6.2: Demonstrate a basic ability to draw from observation.

GLO 4.7: Demonstrate the practical application of **photographic images.**

SLO 10.4.7.1: Select photographs based on design criteria.

SLO 10.4.7.2: Demonstrate the ability to manipulate photographs.

GLO 4.8: Demonstrate the practical application of **interactive design.**

SLO 10.4.8.1: Create a basic interactive design (i.e., interactive web page, app, game, e-publication, etc.).

GLO 4.9: Demonstrate the practical application of **file preparation for intended media.**

SLO 10.4.9.1: Select file types based on intended media.

SLO 10.4.9.2: Create or save files in different formats, colour modes, and resolutions.

SLO 10.4.9.3: Select media based on criteria.

SLO 10.4.9.4: Prepare a file for output.

GLO 4.10: Solve challenges using the **design process.**

SLO 10.4.10.1: Demonstrate the ability to apply the steps in the design process:

    1. Identify the design challenge.

    2 Research design solutions.

    3. Conceptualize design solutions.

    4. Refine design concepts.

    5. Create design solutions.

    6. Present design solutions.

    7. Implement design solutions.

    8. Evaluate design solutions.

Step 1: Identify the design challenge.

SLO 10.4.10.S1.1: Demonstrate an awareness of design challenges.

SLO 10.4.10.S1.2: Discuss the relationship between the clients' needs and the design solution.

Step 2: Research design solutions.

SLO 10.4.10.S2.1: Consider the required specifications (e.g., colour, size, font, images) for the design problem.

SLO 10.4.10.S2.2: Research, gather, and document examples for design solutions.

Step 3: Conceptualize design solutions.

SLO 10.4.10.S3.1: Brainstorm possible design solutions.

SLO 10.4.10.S3.2: Explore potential concepts by rendering thumbnail sketches.

Step 4: Refine design concepts.

SLO 10.4.10.S4.1: Select potential design solutions.

SLO 10.4.10.S4.2: Refine design concepts.

Step 5: Create design solutions.

SLO 10.4.10.S5.1: Incorporate the required specifications (e.g., colour, size, font, images).

SLO 10.4.10.S5.2: Create a design solution suitable for presentation.

Step 6: Present design solutions.

SLO 10.4.10.S6.1: Demonstrate the ability to present the design solution.

Step 7: Implement final design solutions.

No applicable SLOs.

Step 8: Evaluate design solutions.

SLO 10.4.10.S8.1:   Evaluate the design during each step of the process.

Goal 5: Identify, select, use, and manage **tools, equipment, and materials.**

GLO 5.1: Identify, select, use, and manage **tools, including software.**

SLO 10.5.1.1: Identify various categories of software (e.g., page layout, image manipulation, and illustration) used in the graphic design industry.

SLO 10.5.1.2: Use industry-standard software at a basic level.

GLO 5.2: Identify, select, use, and manage **equipment, including hardware.**

SLO 10.5.2.1: Identify, select, use, and manage equipment, including industry-standard hardware and devices.

GLO 5.3: Identify, select, use, and manage **materials.**

SLO 10.5.3.1: Identify, select, use, and manage materials.

SLO 10.5.3.2: Identify substrates and their sizes.

Goal 6: Describe and demonstrate the transferable **cross-curricular** knowledge and skills relevant to graphic design.

GLO 6.1: Read, interpret, and communicate information relevant to graphic design.

SLO 10.6.1.1: Read and interpret information.

SLO 10.6.1.2: Extrapolate information from text to produce visual communication.

SLO 10.6.1.3: Demonstrate an understanding of the terminology associated with graphic design.

SLO 10.6.1.4: Discuss the need for proofreading text and images used in the graphic design solution.

GLO 6.2: Apply the knowledge and skills from **mathematics** relevant to graphic design.

SLO 10.6.2.1: Identify measurement units (e.g., points, picas, metric, and imperial) used in graphic design.

SLO 10.6.2.2: Demonstrate the ability to calculate fractions, decimals, ratios, and percentages.

GLO 6.3: Apply the knowledge and skills from **other subject areas** relevant to graphic design.

No applicable SLOs.

Goal 7: Demonstrate an awareness of **sustainability** as it pertains to graphic design.

GLO 7.1: Describe the graphic design industry's **sustainability practices** and impact on the environment.

SLO 10.7.1.1: Compare and contrast the effects of digital files versus hard copies on the environment.

GLO 7.2: Describe the impact of **human sustainability** on the well-being of those employed in graphic design and the users of their services.

SLO 10.7.2.1: Discuss the importance of graphic design to human health and well-being.

GLO 7.3: Describe **sustainable business practices** within the graphic design industry.

No applicable SLOs.

Goal 8: Demonstrate an awareness of the **ethical and legal standards** as they pertain to graphic design.

GLO 8.1: Demonstrate an awareness of the **ethical and legal standards** as they pertain to graphic design.

SLO 10.8.1.1: Demonstrate an understanding of ethics.

SLO 10.8.1.2: Discuss ethical and legal considerations related to the use of copyrighted text and graphics.

Goal 9: Demonstrate **employability skills.**

GLO 9.1: Demonstrate **fundamental employability skills.**

SLO 10.9.1.1: Demonstrate regular and punctual attendance.

SLO 10.9.1.2: Demonstrate the ability to communicate respectfully and effectively with teachers, supervisors, co-workers, and students.

SLO 10.9.1.3: Demonstrate accountability by taking responsibility for their actions.

SLO 10.9.1.4: Demonstrate adaptability, initiative, and effort.

SLO 10.9.1.5: Demonstrate teamwork skills.

SLO 10.9.1.6: Demonstrate the ability to stay on task and effectively use time in class and work environments.

SLO 10.9.1.7: Demonstrate the responsible use of technology.

GLO 9.2: Demonstrate **cultural awareness** and an understanding of its importance in the workplace.

SLO 10.9.2.1: Define and discuss the meaning of culture.

SLO 10.9.2.2: Discuss the importance of cultural awareness in the workplace.

GLO 9.3: Demonstrate **critical thinking skills.**

SLO 10.9.3.1: Define critical thinking, and discuss the need for it.

SLO 10.9.3.2: Discuss the need for problem-solving skills.

GLO 9.4: Demonstrate **project management** skills.

SLO 10.9.4.1: Demonstrate an awareness of project management.

GLO 9.5: Demonstrate an understanding of the **business operation** of a graphics organization.

No applicable SLOs.

Goal 10: Demonstrate an understanding of the **graphic design industry.**

GLO 10.1: Demonstrate an understanding of the scope of the **graphic design industry.**

SLO 10.10.1.1: Define graphic design.

GLO 10.2: Demonstrate an understanding of the **educational and career opportunities** in graphic design, as well as **industry and professional associations.**

SLO 10.10.2.1: Demonstrate an awareness of the scope of educational opportunities and careers in the graphic design industry and associated professions.

SLO 10.10.2.2: Demonstrate an awareness of portfolios.

GLO 10.3: Demonstrate an understanding of **working conditions** in the graphic design industry.

SLO 10.10.3.1: Describe the working conditions related to different occupations in the graphic design industry.