



9137

GRAPHIC DESIGN
AND LAYOUT

30S/30E/30M

A Graphic Design Course

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Course Description

Students will expand the knowledge and skills acquired in *Fundamentals of Graphic Design* and focus on the theory and practical application of graphic design and layout.

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

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

- SLO 11A.1.1.1: Follow safety practices when using tools, equipment, and materials.
 - SLO 11A.1.1.2: Locate first aid stations and fire extinguishers.
 - SLO 11A.1.1.3: Describe the reporting process for injuries.
 - SLO 11A.1.1.4: Explain the Workplace Hazardous Material Information System (WHMIS).
 - SLO 11A.1.1.5: Match the WHMIS hazardous materials symbols and their meanings.
 - SLO 11A.1.1.6: Describe the steps to use in the Right to Refuse process.
 - SLO 11A.1.1.7: Explain how and where to find information on workplace safety and health.
 - SLO 11A.1.1.8: Give examples of safety and health hazards found in a graphic design studio.
 - SLO 11A.1.1.9: Describe the importance of using personal protective equipment (PPE).
 - SLO 11A.1.1.10: Demonstrate the proper selection and use of a variety of PPE and fall protection systems.
 - SLO 11A.1.1.11: Outline the safety principles for working on and around electrical equipment.
 - SLO 11A.1.1.12: Outline workplace fire safety principles.
 - SLO 11A.1.1.13: Maintain a clean and organized work area.
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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.

SLO 11A.2.1.1: Discuss the history of graphic design.

SLO 11A.2.1.2: Discuss re-emerging trends in design, including those related to popular culture.

SLO 11A.2.1.3: Discuss how technology has influenced graphic design.

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 11A.3.1.1: Research and identify creative solutions to design challenges.

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

SLO 11A.3.2.1: Demonstrate knowledge of how elements and principles of design are used to communicate messages effectively.

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

SLO 11A.3.3.1: Demonstrate an understanding of how colour is used in graphic design and layout.

SLO 11A.3.3.2: Demonstrate an understanding of the psychology of colour.

SLO 11A.3.3.3: Demonstrate knowledge of colour modes (e.g., subtractive, additive colour, RGB, and CMYK).

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

SLO 11A.3.4.1: Discuss how the principles of design are applied in layout and composition (e.g., negative space, hierarchy, scale, contrast, proximity, repetition).

SLO 11A.3.4.2: Demonstrate an understanding of composition methods (i.e., the rule of thirds, the golden section, etc.).

SLO 11A.3.4.3: Demonstrate an awareness of culture as it relates to graphic design.

SLO 11A.3.4.4: Demonstrate an understanding of the use of grid systems in layout and composition.

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

- SLO 11A.3.5.1: Identify the fundamentals (e.g., classifications, style, and structure) of typography.
 - SLO 11A.3.5.2: Identify type formatting (e.g., kerning, leading, justification, readability, and legibility) techniques.
 - SLO 11A.3.5.3: Identify the rules of typography, and describe how they are used in graphic design and layout.
 - SLO 11A.3.5.4: Evaluate specific typographical solutions.
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GLO 3.6: Demonstrate a theoretical understanding of **drawing and illustration**.

- SLO 11A.3.6.1: Demonstrate an understanding of the use of raster and vector formats.
 - SLO 11B.3.6.2: Demonstrate an understanding of the use of drawings and illustrations to solve design challenges.
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GLO 3.7: Demonstrate a theoretical understanding of the use of **photographic images**.

- SLO 11A.3.7.1: Discuss the use of photos to solve design challenges.
 - SLO 11A.3.7.2: Discuss photographic manipulation.
 - SLO 11A.3.7.3: Demonstrate an awareness of the use of basic photographic manipulation techniques.
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GLO 3.8: Demonstrate a theoretical understanding of **interactive design**.

- SLO 11A.3.8.1: Discuss how the end product (i.e., print, web, device, etc.) affects graphic design and layout decisions.
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GLO 3.9: Demonstrate a theoretical understanding of **file preparation for intended media**.

- SLO 11A.3.9.1: Demonstrate an understanding of the need to manage (name, organize) files.
 - SLO 11A.3.9.2: Demonstrate knowledge of colour management in relation to output.
 - SLO 11A.3.9.3: Demonstrate knowledge of colour mode in relation to output (e.g., CMYK, RGB, spot colour).
 - SLO 11A.3.9.4: Demonstrate knowledge of resolution in relation to output (e.g., ppi, dpi, lpi, screen resolution, and stochastic).
 - SLO 11A.3.9.5: Demonstrate an awareness of pre-press (i.e., pre-flight, packaging, etc.) procedures.
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GLO 3.10: Demonstrate a theoretical understanding of the **design process**.

SLO 11A.3.10.1 Demonstrate a theoretical understanding of the design process in graphic design and layout, as well as the importance of each step 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 11A.4.1.1: Demonstrate creativity in solving a design challenge.

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

SLO 11A.4.2.1: Utilize the steps in the design process to solve design challenges:

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.

SLO 11A.4.2.2: Apply the elements and principles of design to solve design challenges.

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

- SLO 11A.4.3.1: Apply colour systems to solve graphic design challenges.
 - SLO 11A.4.3.2: Apply knowledge of the psychology of colour to solve graphic design challenges.
 - SLO 11A.4.3.3: Apply knowledge of colour modes to solve graphic design challenges.
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GLO 4.4: Demonstrate the practical application of **layout and composition**.

- SLO 11A.4.4.1: Apply measurement to the document set-up and creation (e.g., points, margins, gutters, column widths, point size, line size, and line gauge).
 - SLO 11A.4.4.2: Demonstrate the application of composition methods (i.e., the rule of thirds, the golden section, etc.).
 - SLO 11A.4.4.3: Arrange elements by applying principles of design to create a basic layout for a variety of materials.
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GLO 4.5: Demonstrate the practical application of **typography**.

- SLO 11A.4.5.1: Use typographic techniques to convey the intended message.
 - SLO 11A.4.5.2: Demonstrate the application of the fundamentals (e.g., classifications, style, and structure) of typography.
 - SLO 11A.4.5.3: Demonstrate the application of the rules of typography, and describe how they are used in graphic design and layout.
 - SLO 11A.4.5.4: Demonstrate the application of type formatting techniques (e.g., kerning, leading, justification, readability, and legibility) to solve design challenges.
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GLO 4.6: Demonstrate the practical application of **drawing and illustration**.

- SLO 11A.4.6.1: Demonstrate the use of drawings and illustrations to convey the intended message.
 - SLO 11A.4.6.2: Demonstrate the use of thumbnails and rough sketches to solve design challenges.
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GLO 4.7: Demonstrate the practical application of **photographic images**.

- SLO 11A.4.7.1: Demonstrate the use of photos to solve design challenges.
 - SLO 11A.4.7.2: Demonstrate the ability to manipulate photographs.
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GLO 4.8: Demonstrate the practical application of **interactive design**.

No applicable SLOs.

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

SLO 11A.4.9.1: Demonstrate the application of colour profiles/colour modes in relation to output (e.g., subtractive, additive colour, spot, RGB, and CMYK).

SLO 11A.4.9.2: Demonstrate the application of resolution in relation to output (e.g., ppi, dpi, lpi, screen resolution, and stochastic).

SLO 11A.4.9.3: Demonstrate the application of pre-press procedures.

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

SLO 11A.4.10.1: Demonstrate the ability to apply the design process in graphic design and layout:

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 11A.4.10.S1.1: Identify options (e.g., billboard, packaging, advertisement, and environmental exposure) based on the end use of the product.

SLO 11A.4.10.S1.2: Identify the purpose of the design solution.

SLO 11A.4.10.S1.3: Identify the target market for the design solution.

SLO 11A.4.10.S1.4: Identify the specifications for the design solution.

Step 2: Research design solutions.

SLO 11A.4.10.S2.1: Consider the required specifications (e.g., colour, size, font, images) for the design problem.

SLO 11A.4.10.S2.2: Research, gather, and document examples for design solutions.

SLO 11A.4.10.S2.3: Identify the impact that demographics, target market, and client preferences have on the design solution.

Step 3: Conceptualize design solutions.

SLO 11A.4.10.S3.1: Brainstorm possible design solutions.

SLO 11A.4.10.S3.2: Explore potential concepts by rendering thumbnail sketches.

Step 4: Refine design concepts.

SLO 11A.4.10.S4.1: Select potential design solutions.

SLO 11A.4.10.S4.2: Refine design concepts.

Step 5: Create design solutions.

SLO 11A.4.10.S5.1: Incorporate the required specifications (e.g., colour, size, font, images).

SLO 11A.4.10.S5.2: Create a design solution suitable for presentation.

Step 6: Present design solutions.

SLO 11A.4.10.S6.1: Demonstrate the ability to present the design solution.

Step 7: Implement final design solutions.

SLO 11A.4.10.S7.1: Produce the end product for the design solution.

SLO 11A.4.10.S7.2: Demonstrate the ability to complete the design process.

Step 8: Evaluate design solutions.

SLO 11A.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 11A.5.1.1: Use industry-standard software.

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

SLO 11A.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 11A.5.3.1: Identify, select, use, and manage materials.

SLO 11A.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 11A.6.1.1: Read, interpret, and communicate information.

SLO 11A.6.1.2: Extrapolate information from text to produce visual communication.

SLO 11A.6.1.3: Demonstrate an understanding of the terminology associated with graphic design.

SLO 11A.6.1.4: Demonstrate the ability to proofread text.

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

SLO 11A.6.2.1: Identify common sizes for print products (e.g., business cards, envelopes, mailed products, and letterhead).

SLO 11A.6.2.2: Demonstrate the ability to calculate fractions, decimals, ratios, and percentages.

SLO 11A.6.2.3: Convert between various units of measurement.

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 11A.7.1.1: Demonstrate an awareness of the recycling and disposal of substrates, materials, and hardware.

SLO 11A.7.1.2: Practise recycling.

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 11A.7.2.1: Discuss the importance of graphic design to human health and well-being.

SLO 11A.7.2.2: Discuss ergonomically correct procedures to avoid injury (e.g., stress, strain).

SLO 11A.7.2.3: Demonstrate an awareness of long-term health concerns found in those employed in the graphic design industry.

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

SLO 11A.7.3.1: Define sustainable business practices.

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 11A.8.1.1: Demonstrate an awareness of the ethical considerations related to presenting solutions and critiquing work.

Goal 9: Demonstrate **employability skills**.

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

SLO 11A.9.1.1: Demonstrate regular and punctual attendance.

SLO 11A.9.1.2: Demonstrate the ability to communicate respectfully and effectively with teachers, supervisors, co-workers, and students.

SLO 11A.9.1.3: Demonstrate accountability by taking responsibility for their actions.

SLO 11A.9.1.4: Demonstrate adaptability, initiative, and effort.

SLO 11A.9.1.5: Demonstrate teamwork skills.

SLO 11A.9.1.6: Demonstrate the ability to stay on task and effectively use time in class and work environments.

SLO 11A.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 11A.9.2.1: Discuss the importance of cultural awareness in the workplace.

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

SLO 11A.9.3.1: Demonstrate the use of critical thinking to solve design challenges.

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

SLO 11A.9.4.1: Fulfill their responsibility in the completion of a project, including following timelines and meeting deadlines.

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 11A.10.1.1: Discuss the place of the graphic design industry in Canada and internationally.

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

SLO 11A.10.2.1: Demonstrate an awareness of the scope of educational opportunities and careers in graphic design and layout.

SLO 11A.10.2.2: Demonstrate an awareness of portfolios.

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

SLO 11A.10.3.1: Demonstrate an understanding of the requirement for graphic designers to adhere to deadlines.
