



9139

INTERACTIVE

GRAPHIC DESIGN

30S/30E/30M

A Graphic Design Course

9139: INTERACTIVE GRAPHIC DESIGN

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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 interactive graphic design.

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

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

- SLO 11C.1.1.1: Follow safety practices when using tools, equipment, and materials.
 - SLO 11C.1.1.2: Locate first aid stations and fire extinguishers.
 - SLO 11C.1.1.3: Describe the reporting process for injuries.
 - SLO 11C.1.1.4: Explain the Workplace Hazardous Material Information System (WHMIS).
 - SLO 11C.1.1.5: Match the WHMIS hazardous materials symbols and their meanings.
 - SLO 11C.1.1.6: Describe the steps to use in the Right to Refuse process.
 - SLO 11C.1.1.7: Explain how and where to find information on workplace safety and health.
 - SLO 11C.1.1.8: Give examples of safety and health hazards found in a graphic design studio.
 - SLO 11C.1.1.9: Describe the importance of using personal protective equipment (PPE).
 - SLO 11C.1.1.10: Demonstrate the proper selection and use of a variety of PPE and fall protection systems.
 - SLO 11C.1.1.11: Outline the safety principles for working on and around electrical equipment.
 - SLO 11C.1.1.12: Outline workplace fire safety principles.
 - SLO 11C.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 11C.2.1.1: Demonstrate an awareness of the history, technological progression, and emerging trends in interactive 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 11C.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 11C.3.2.1: Demonstrate an understanding of the elements and principles of design used in interactive graphic design.

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

SLO 11C.3.3.1: Demonstrate an understanding of how colour is used in interactive graphic design.

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

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

SLO 11C.3.4.3: Demonstrate an understanding of the use of grid systems in layout and composition.

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

- SLO 11C.3.5.1: Identify the fundamentals (e.g., classifications, style, and structure) of typography.
 - SLO 11C.3.5.2: Identify type formatting (e.g., kerning, leading, justification, readability, and legibility) techniques.
 - SLO 11C.3.5.3: Describe how the rules of typography are used in interactive graphic design.
 - SLO 11C.3.5.4: Evaluate specific typographical solutions.
 - SLO 11C.3.5.5: Demonstrate an understanding of the use of pixel fonts.
 - SLO 11C.3.5.6: Demonstrate an understanding of the use of kinetic/interactive typography.
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GLO 3.6: Demonstrate a theoretical understanding of **drawing and illustration**.

- SLO 11C.3.6.1: Demonstrate an understanding of the use of raster and vector formats.
 - SLO 11C.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 11C.3.7.1: Discuss the use of photos to solve design challenges.
 - SLO 11C.3.7.2: Demonstrate an understanding of photographic manipulation terms.
 - SLO 11C.3.7.3: Demonstrate an understanding of the use of photographic manipulation techniques.
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GLO 3.8: Demonstrate a theoretical understanding of **interactive design**.

- SLO 11C.3.8.1: Demonstrate an understanding of how user experience has an impact on interactive graphic design.
 - SLO 11C.3.8.2: Discuss how the end product (i.e., print, web, device, etc.) affects interactive graphic design.
 - SLO 11C.3.8.3: Demonstrate knowledge of different factors influencing interactivity (i.e., user expectation, media, resources available for development, coding, etc.)
 - SLO 11C.3.8.4: Demonstrate an awareness of various types of animation and motion graphics techniques.
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GLO 3.9: Demonstrate a theoretical understanding of **file preparation for intended media**.

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

- SLO 11C.3.10.1: Demonstrate a theoretical understanding of the design process in interactive graphic design, 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.
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Goal 4: Demonstrate the **practical application of graphic design techniques** to solve design challenges.

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

- SLO 11C.4.1.1: Demonstrate creativity in solving design challenges in interactive graphic design.
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GLO 4.2: Demonstrate the practical application of **elements and principles of design.**

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

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

SLO 11C.4.3.1: Apply knowledge of the application of colour in interactive graphic designs.

SLO 11C.4.3.2: Apply knowledge of the psychology of colour to solve interactive graphic design challenges.

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

SLO 11C.4.4.1: Demonstrate the application of grid systems in interactive graphic design.

SLO 11C.4.4.2: Demonstrate the application of composition methods (i.e., the rule of thirds, the golden section, etc.).

SLO 11C.4.4.3: Demonstrate the application of the principles of design in interactive graphic design (e.g., negative space, hierarchy, scale, contrast, proximity, repetition).

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

SLO 11C.4.5.1: Demonstrate the application of the fundamentals (e.g., classifications, style, and structure) of typography in interactive graphic design.

SLO 11C.4.5.2: Demonstrate the application of type formatting (e.g., kerning, leading, justification, readability, and legibility) techniques in interactive graphic design.

SLO 11C.4.5.3: Demonstrate the application of the rules of typography in interactive graphic design.

- SLO 11C.4.5.4: Demonstrate the application of specific typographical solutions.
- SLO 11C.4.5.5: Demonstrate the application of the use of pixel fonts.
- SLO 11C.4.5.6: Demonstrate the application of the use of kinetic/ interactive typography.
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GLO 4.6: Demonstrate the practical application of **drawing and illustration.**

- SLO 11C.4.6.1: Demonstrate the ability to create drawings and illustrations in raster and vector formats.
- SLO 11C.4.6.2: Demonstrate the use of thumbnails and/or storyboards and rough sketches to solve design challenges.
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GLO 4.7: Demonstrate the practical application of **photographic images.**

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

- SLO 11C.4.8.1: Demonstrate the ability to create digital assets to solve a design challenge.
- SLO 11C.4.8.2: Demonstrate an understanding of how user experience has an impact on interactive graphic design.
- SLO 11C.4.8.3: Demonstrate the ability to create interactive graphic designs suitable for specific end products (i.e., print, web, device, etc.).
- SLO 11C.4.8.4: Demonstrate the application of different factors influencing interactivity (i.e., user expectation, media, resources available for development, etc.).
- SLO 11C.4.8.5: Demonstrate the application of various types of animation and motion graphics techniques.
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GLO 4.9: Demonstrate the practical application of **file preparation for intended media.**

- SLO 11C.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 11C.4.9.2: Demonstrate the application of resolution in relation to output (e.g., ppi, dpi, lpi, screen resolution, and stochastic).
- SLO 11C.4.9.3: Demonstrate the application of pre-release procedures.
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GLO 4.10: Solve challenges using the **design process**.

SLO 11C.4.10.1: Demonstrate the ability to apply the design process in interactive graphic design:

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

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

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

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

Step 2: Research design solutions.

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

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

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

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

Step 4: Refine design concepts.

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

Step 5: Create design solutions.

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

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

Step 6: Present design solutions.

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

Step 7: Implement final design solutions.

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

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

Step 8: Evaluate design solutions.

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

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

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

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

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

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

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

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

SLO 11C.6.2.1: 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.

No applicable SLOs.

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 11C.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.

No applicable SLOs.

Goal 9: Demonstrate **employability skills**.

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

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

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

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

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

SLO 11C.9.1.5: Demonstrate teamwork skills.

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

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

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

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

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

SLO 11C.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 11C.10.1.1: Discuss the scope of the interactive graphic design sector.

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

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

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

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

No applicable SLOs.
