



9138

ILLUSTRATION FOR
GRAPHIC DESIGN

30S/30E/30M

A Graphic Design Course

9138: ILLUSTRATION FOR 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 illustration.

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

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

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

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 11B.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 11B.3.2.1: Demonstrate an understanding of the elements and principles of design used in illustrations.

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

SLO 11B.3.3.1: Demonstrate an understanding of how colour is used in illustrations.

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

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

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

SLO 11B.3.4.3: Demonstrate an awareness of illustration styles as they relate to various cultures.

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

SLO 11B.3.5.1: Describe the anatomy of type as it relates to hand lettering.

SLO 11B.3.5.2: Demonstrate an understanding of the role of illustration in typeface design.

SLO 11B.3.5.3: Demonstrate an awareness of hand lettering.

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

- SLO 11B.3.6.1: Demonstrate an understanding of the use of raster and vector formats.
 - SLO 11B.3.6.2: Discuss the theory behind perspective drawing.
 - SLO 11B.3.6.3: Demonstrate an awareness of the theory behind traditional and digital media.
 - SLO 11B.3.6.4: Discuss the theory behind various drawing techniques.
 - SLO 11B.3.6.5: Demonstrate an awareness of various substrates use in illustration.
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GLO 3.7: Demonstrate a theoretical understanding of the use of **photographic images.**

- SLO 11B.3.7.1: Demonstrate an understanding of the use of photography in illustration.
 - SLO 11B.3.7.2: Demonstrate an understanding of photographic manipulation terms.
 - SLO 11B.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 11B.3.8.1: Discuss how the end product (i.e., print, web, device, etc.) affects illustration.
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GLO 3.9: Demonstrate a theoretical understanding of **file preparation for intended media.**

- SLO 11B.3.9.1: Demonstrate an understanding of the need to manage (name, organize) files.
 - SLO 11B.3.9.2: Demonstrate knowledge of colour management in relation to output.
 - SLO 11B.3.9.3: Demonstrate knowledge of colour mode in relation to output (e.g., CMYK, RGB, spot colour).
 - SLO 11B.3.9.4: Demonstrate knowledge of resolution in relation to output (e.g., ppi, dpi, lpi, screen resolution, and stochastic).
 - SLO 11B.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 11B.3.10.1 Demonstrate a theoretical understanding of the design process in illustration, 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 11B.4.1.1: Demonstrate creativity in using illustrations to solve a design challenge.

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

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

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

- SLO 11B.4.3.1: Apply knowledge of the application of colour in illustrations.
 - SLO 11B.4.3.2: Apply knowledge of the psychology of colour to solve graphic design challenges involving illustration.
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GLO 4.4: Demonstrate the practical application of **layout and composition**.

- SLO 11B.4.4.1: Demonstrate the application of the principles of design in layout and composition (e.g., negative space, hierarchy, scale, contrast, proximity, repetition).
 - SLO 11B.4.4.2: Demonstrate the application of composition methods (i.e., the rule of thirds, the golden section, etc.).
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GLO 4.5: Demonstrate the practical application of **typography**.

- SLO 11B.4.5.1: Demonstrate the application of the anatomy of type in hand lettering.
 - SLO 11B.4.5.2: Demonstrate the application of illustrative techniques in typeface design.
 - SLO 11B.4.5.3: Demonstrate the ability to hand letter.
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GLO 4.6: Demonstrate the practical application of **drawing and illustration**.

- SLO 11B.4.6.1: Create drawings and illustrations to convey the intended message.
 - SLO 11B.4.6.2: Demonstrate the ability to create drawings and illustrations in raster and vector formats.
 - SLO 11B.4.6.3: Demonstrate the use of thumbnails and rough sketches to solve design challenges.
 - SLO 11B.4.6.4: Demonstrate the application of the theory behind perspective drawing.
 - SLO 11B.4.6.5: Demonstrate the application of the theory behind traditional and digital media.
 - SLO 11B.4.6.6: Demonstrate the application of the theory behind various drawing techniques.
 - SLO 11B.4.6.7: Demonstrate the ability to select and utilize various substrates used in illustration.
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GLO 4.7: Demonstrate the practical application of **photographic images**.

SLO 11B.4.7.1: Demonstrate the use of photography in illustration.

SLO 11B.4.7.2: Demonstrate the ability to manipulate photographs.

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

SLO 11B.4.8.1: Demonstrate the ability to create digital assets to solve a design challenge.

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

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

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

SLO 11B.4.10.1: Demonstrate the ability to apply the design process in illustration:

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

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

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

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

Step 2: Research design solutions.

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

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

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

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

Step 4: Refine design concepts.

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

Step 5: Create design solutions.

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

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

Step 6: Present design solutions.

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

Step 7: Implement final design solutions.

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

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

Step 8: Evaluate design solutions.

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

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

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

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

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

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

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

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

SLO 11B.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.

SLO 11B.6.3.1: Demonstrate an understanding of the properties of light as they apply to illustration.

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 11B.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.

SLO 11B.7.3.1: Discuss the importance of graphic designers staying current with industry trends.

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 11B.9.1.1: Demonstrate regular and punctual attendance.

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

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

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

SLO 11B.9.1.5: Demonstrate teamwork skills.

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

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

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

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

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

SLO 11B.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 11B.10.1.1: Discuss the scope of the illustration sector.

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

SLO 11B.10.2.1: Demonstrate an awareness of the scope of educational opportunities and careers in illustration.

SLO 11B.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.
