



9142

ADVANCED INTERACTIVE
GRAPHIC DESIGN

40S/40E/40M

A Graphic Design Course

9142: ADVANCED INTERACTIVE GRAPHIC DESIGN 40S/40E/40M

Course Description

Students will expand the knowledge and skills acquired in *Interactive Graphic Design* and focus on the theory and practical application of interactive graphic design to solve client-driven design challenges.

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

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

- SLO 12C.1.1.1: Follow safety practices when using tools, equipment, and materials.
- SLO 12C.1.1.2: Locate first aid stations and fire extinguishers.
- SLO 12C.1.1.3: Describe the reporting process for injuries.
- SLO 12C.1.1.4: Explain the Workplace Hazardous Material Information System (WHMIS).
- SLO 12C.1.1.5: Match the WHMIS hazardous materials symbols and their meanings.
- SLO 12C.1.1.6: Describe the steps to use in the Right to Refuse process.
- SLO 12C.1.1.7: Explain how and where to find information on workplace safety and health.
- SLO 12C.1.1.8: Give examples of safety and health hazards found in a graphic design studio.
- SLO 12C.1.1.9: Describe the importance of using personal protective equipment (PPE).
- SLO 12C.1.1.10: Demonstrate the proper selection and use of a variety of PPE and fall protection systems.
- SLO 12C.1.1.11: Outline the safety principles for working on and around electrical equipment.
- SLO 12C.1.1.12: Outline workplace fire safety principles.
- SLO 12C.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 12C.3.1.1: Research creative solutions and incorporate them into design challenges.
 - SLO 12C.3.1.2: Demonstrate an understanding of personal style.
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GLO 3.2: Demonstrate a theoretical understanding of the **elements and principles of design**.

- SLO 12C.3.2.1: Demonstrate an advanced understanding of the elements and principles of design used in interactive graphic design.
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GLO 3.3: Demonstrate a theoretical understanding of **colour**.

- SLO 12C.3.3.1: Demonstrate an advanced understanding of how colour is used in interactive graphic design.
 - SLO 12C.3.3.2: Demonstrate an advanced knowledge of colour modes (e.g., subtractive, additive colour, RGB, and CMYK).
 - SLO 12C.3.3.3: Demonstrate an advanced understanding of the psychology of colour.
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GLO 3.4: Demonstrate a theoretical understanding of **layout and composition**.

- SLO 12A.3.4.1: Discuss how the principles of design are applied in layout and composition.
 - SLO 12A.3.4.2: Demonstrate an advanced understanding of composition methods.
 - SLO 12C.3.4.3: Demonstrate an advanced understanding of the use of grid systems in layout and composition.
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GLO 3.5: Demonstrate a theoretical understanding of **typography**.

- SLO 12C.3.5.1: Explain the fundamentals of typography as they apply to interactive design.
 - SLO 12C.3.5.2: Explain type-formatting techniques.
 - SLO 12C.3.5.3: Explain how the rules of typography are used in interactive graphic design.
 - SLO 12C.3.5.4: Evaluate specific typographical solutions.
 - SLO 12C.3.5.5: Demonstrate an advanced understanding of the use of pixel fonts.
 - SLO 12C.3.5.6: Demonstrate an advanced understanding of the use of kinetic/interactive typography.
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GLO 3.6: Demonstrate a theoretical understanding of **drawing and illustration.**

SLO 12C.3.6.1: Demonstrate an advanced understanding of the use of raster and vector formats.

SLO 12C.3.6.2: Demonstrate an advanced understanding of the use of drawings and illustrations to solve design challenges.

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

SLO 12C.3.7.1: Demonstrate an advanced understanding of the use of photos to solve design challenges.

SLO 12C.3.7.2: Demonstrate an advanced understanding of photographic manipulation terms.

SLO 12C.3.7.3: Demonstrate an advanced understanding of the use of photographic manipulation techniques.

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

SLO 12C.3.8.1: Demonstrate an advanced understanding of how user experience affects interactive graphic design.

SLO 12C.3.8.2: Explain how the end product affects interactive graphic design.

SLO 12C.3.8.3: Demonstrate an advanced knowledge of different factors influencing interactivity.

SLO 12C.3.8.4: Demonstrate an advanced knowledge of various types of animation and motion graphics techniques.

SLO 12C.3.8.5: Demonstrate an advanced knowledge of different factors influencing user experience.

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

SLO 12C.3.9.1: Demonstrate an advanced knowledge of colour management in relation to output.

SLO 12C.3.9.2: Demonstrate an advanced knowledge of colour mode in relation to output.

SLO 12C.3.9.3: Demonstrate an advanced knowledge of resolution in relation to output.

SLO 12C.3.9.4: Demonstrate an advanced knowledge of pre-press procedures.

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

SLO 12C.3.10.1: Demonstrate an advanced 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.

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

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

SLO 12C.4.1.1: Apply creativity in solving design challenges in interactive graphic design.

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

SLO 12C.4.2.1: Solve interactive design challenges using the design process.

SLO 12C.4.2.2: Solve interactive design challenges using the elements and principles of design.

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

SLO 12C.4.3.1: Apply advanced knowledge of the application of colour in client-driven interactive graphic designs.

SLO 12C.4.3.2: Apply advanced knowledge of the psychology of colour to solve client-driven interactive graphic design challenges.

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

SLO 12C.4.4.1: Apply grid systems in interactive graphic design for client-driven design challenges.

SLO 12C.4.4.2: Solve client-driven design challenges using a variety of composition methods.

SLO 12C.4.4.3: Design and lay out a client-driven multi-screen interactive product.

SLO 12C.4.4.4: Apply the principles of design in the solution of client-driven interactive graphic design challenges.

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

SLO 12C.4.5.1: Demonstrate the application of the fundamentals of typography in interactive graphic design to solve a client-driven design challenge.

SLO 12C.4.5.2: Demonstrate the application of type techniques in interactive graphic design to solve a client-driven design challenge.

SLO 12C.4.5.3: Demonstrate the application of the rules of typography in interactive graphic design to solve a client-driven design challenge.

SLO 12C.4.5.4: Demonstrate the application of specific typographical solutions to solve a client-driven design challenge.

SLO 12C.4.5.5: Demonstrate the application of pixel fonts to solve a client-driven design challenge.

SLO 12C.4.5.6: Demonstrate the application of kinetic/interactive typography to solve a client-driven design challenge.

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

SLO 12C.4.6.1: Demonstrate the use of thumbnails and/or storyboards and rough sketches to solve a client-driven design challenge.

SLO 12C.4.6.2: Demonstrate the ability to create drawings and illustrations in raster and vector formats to solve a client-driven design challenge.

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

SLO 12C.4.7.1: Demonstrate the use of photographs to solve a client-driven design challenge.

SLO 12C.4.7.2: Demonstrate the ability to use advanced photographic manipulation techniques to solve a client-driven design challenge.

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

- SLO 12C.4.8.1: Demonstrate the ability to create digital assets to solve a client-driven design challenge.
 - SLO 12C.4.8.2: Demonstrate the ability to create interactive graphic designs to solve a client-driven design challenge.
 - SLO 12C.4.8.3: Demonstrate the application of different factors influencing interactivity to solve a client-driven design challenge.
 - SLO 12C.4.8.4: Demonstrate the application of various types of animation and motion graphics techniques to solve a client-driven design challenge.
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GLO 4.9: Demonstrate the practical application of **file preparation for intended media**.

- SLO 12C.4.9.1: Demonstrate the application of colour profiles/colour modes in relation to output techniques to solve a client-driven design challenge.
 - SLO 12C.4.9.2: Demonstrate the application of resolution in relation to output techniques to solve a client-driven design challenge.
 - SLO 12C.4.9.3: Demonstrate the application of pre-press procedures to solve a client-driven design challenge.
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GLO 4.10: Solve challenges using the **design process**.

- SLO 12C.4.10.1: Demonstrate the ability to apply the design process in interactive graphic design to solve a client-driven design challenge.

Step 1: Identify the design challenge.

- SLO 12C.4.10.S1.1: Identify options for a client-driven product based on its end use.
- SLO 12C.4.10.S1.2: Clarify the client's needs.
- SLO 12C.4.10.S1.3: Identify the target market to solve a client-driven design challenge.
- SLO 12C.4.10.S1.4: Identify the specifications to solve a client-driven design challenge.
- SLO 12C.4.10.S1.5: Identify the factors that influence design (e.g., purpose, printing specifications, audience, printing method, delivery date, style, aesthetics, theme, technology, workforce, client's personality, quantity, and post-press considerations).

Step 2: Research design solutions.

SLO 12C.4.10.S2.1: Consider the required specifications to solve a client-driven design challenge.

SLO 12C.4.10.S2.2: Research, gather, and document examples to solve a client-driven design challenge.

SLO 12C.4.10.S2.3: Identify the impact that demographics, target market, and client preferences have on a design challenge.

Step 3: Conceptualize design solutions.

SLO 12C.4.10.S3.1: Brainstorm possible design solutions to solve a client-driven design challenge.

SLO 12C.4.10.S3.2: Explore potential concepts by rendering thumbnail sketches to solve a client-driven design challenge.

SLO 12C.4.10.S3.3: Incorporate historical influences on their own designs to solve a client-driven design challenge.

Step 4: Refine design concepts.

SLO 12C.4.10.S4.1: Select potential design solutions to solve a client-driven design challenge.

SLO 12C.4.10.S4.2: Refine a design concept to solve a client-driven design challenge.

Step 5: Create design solutions.

SLO 12C.4.10.S5.1: Incorporate the required specifications to solve a client-driven design challenge.

SLO 12C.4.10.S5.2: Create a design solution suitable to present to a client.

Step 6: Present design solutions.

SLO 12C.4.10.S6.1: Demonstrate the ability to present the design solution to a client.

Step 7: Implement final design solutions.

SLO 12C.4.10.S7.1: Produce the end product to solve a client-driven design challenge.

SLO 12C.4.10.S7.2: Demonstrate the ability to complete the design process to solve a client-driven design challenge.

Step 8: Evaluate design solutions.

SLO 12C.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 12C.5.1.1: Use industry-standard software to solve a client-driven design challenge.

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

SLO 12C.5.2.1: Select, use, and manage equipment, including industry-standard hardware and devices, to solve a client-driven design challenge.

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

SLO 12C.5.3.1: Select, use, and manage materials to solve a client-driven design challenge.

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 12C.6.1.1: Read, interpret, and communicate information.

SLO 12C.6.1.2: Extrapolate information from text to produce visual communication.

SLO 12C.6.1.3: Demonstrate an understanding of the terminology associated with graphic design.

SLO 12C.6.1.4: Demonstrate the ability to proofread text.

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

SLO 12C.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.

SLO 12C.7.1.1: Consider sustainability practices (e-waste, energy consumption) in graphic design.

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 12C.7.2.1: Discuss the importance of graphic design to human health and well-being.

SLO 12C.7.2.2: Discuss ergonomically correct procedures to avoid injury (e.g., stress, strain).

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

SLO 12C.7.3.1: Define and discuss 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 12C.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 12C.9.1.1: Demonstrate regular and punctual attendance.

SLO 12C.9.1.2: Demonstrate the ability to communicate respectfully and effectively with teachers, supervisors, co-workers, and students.

SLO 12C.9.1.3: Demonstrate accountability by taking responsibility for their actions.

SLO 12C.9.1.4: Demonstrate adaptability, initiative, and effort.

SLO 12C.9.1.5: Demonstrate teamwork skills.

SLO 12C.9.1.6: Demonstrate the ability to stay on task and effectively use time in class and work environments.

SLO 12C.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 12C.9.2.1: Discuss the importance of cultural awareness in the workplace.

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

SLO 12C.9.3.1: Demonstrate the use of critical thinking to solve a client-driven design challenge.

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

SLO 12C.9.4.1: Demonstrate project management skills (including following timelines and meeting deadlines) to solve a client-driven design challenge.

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

SLO 12C.9.5.1: Demonstrate an awareness of financial considerations related to solving design challenges.

SLO 12C.9.5.2: Demonstrate an understanding of the business operation of a graphics organization, including client management, marketing, accounting, documentation, file storage, networking, and social media.

SLO 12C.9.5.3: Describe the process of communicating and collaborating with outside services.

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 12C.10.1.1: Demonstrate an understanding of 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 12C.10.2.1: Demonstrate the ability to evaluate examples of work for a portfolio.

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

No applicable SLOs.
