



9140

ADVANCED GRAPHIC DESIGN
AND LAYOUT

40S/40E/40M

A Graphic Design Course

9140: ADVANCED GRAPHIC DESIGN AND LAYOUT 40S/40E/40M

Course Description

Students will expand the knowledge and skills acquired in *Graphic Design and Layout* and focus on the theory and practical application of graphic design and layout 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 12A.1.1.1: Follow safety practices when using tools, equipment, and materials.
 - SLO 12A.1.1.2: Locate first aid stations and fire extinguishers.
 - SLO 12A.1.1.3: Describe the reporting process for injuries.
 - SLO 12A.1.1.4: Explain the Workplace Hazardous Material Information System (WHMIS).
 - SLO 12A.1.1.5: Match the WHMIS hazardous materials symbols and their meanings.
 - SLO 12A.1.1.6: Describe the steps to use in the Right to Refuse process.
 - SLO 12A.1.1.7: Explain how and where to find information on workplace safety and health.
 - SLO 12A.1.1.8: Give examples of safety and health hazards found in a graphic design studio.
 - SLO 12A.1.1.9: Describe the importance of using personal protective equipment (PPE).
 - SLO 12A.1.1.10: Demonstrate the proper selection and use of a variety of PPE and fall protection systems.
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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 12A.2.1.1: Demonstrate an awareness of different eras in the history of graphic design and how they influence current design.

SLO 12A.2.1.2: Demonstrate an awareness of the influences of various design styles.

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 12A.3.1.1: Research creative solutions and incorporate them into design challenges.

SLO 12A.3.1.2: Demonstrate an understanding of personal style.

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

SLO 12A.3.2.1: Demonstrate an advanced understanding of how elements and principles of design are used to communicate messages effectively.

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

SLO 12A.3.3.1: Demonstrate an advanced understanding of how colour is used in graphic design and layout.

SLO 12A.3.3.2: Demonstrate an advanced knowledge of colour modes (e.g., subtractive, additive colour, RGB, and CMYK).

SLO 12A.3.3.3: Demonstrate an advanced understanding of the psychology of colour.

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 12A.3.4.3: Demonstrate an advanced understanding of the use of grid systems in layout and composition.

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

- SLO 12A.3.5.1: Explain the fundamentals of typography as they apply to graphic design.
 - SLO 12A.3.5.2: Explain type-formatting techniques.
 - SLO 12A.3.5.3: Explain how the rules of typography are used in graphic design and layout.
 - SLO 12A.3.5.4: Evaluate specific typographical solutions.
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GLO 3.6: Demonstrate a theoretical understanding of **drawing and illustration**.

- SLO 12A.3.6.1: Demonstrate an advanced understanding of the use of raster and vector formats.
 - SLO 12A.3.6.2: Demonstrate an advanced 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 12A.3.7.1: Demonstrate an advanced understanding of the use of photos to solve design challenges.
 - SLO 12A.3.7.2: Demonstrate an advanced understanding of photographic manipulation terms.
 - SLO 12A.3.7.3: Demonstrate an advanced understanding of the use of photographic manipulation techniques.
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GLO 3.8: Demonstrate a theoretical understanding of **interactive design**.

- SLO 12A.3.8.1: Explain how the end product affects graphic design and layout decisions.
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GLO 3.9: Demonstrate a theoretical understanding of **file preparation for intended media**.

- SLO 12A.3.9.1: Demonstrate an advanced knowledge of colour management in relation to output.
 - SLO 12A.3.9.2: Demonstrate an advanced knowledge of colour mode in relation to output.
 - SLO 12A.3.9.3: Demonstrate an advanced knowledge of resolution in relation to output.
 - SLO 12A.3.9.4: Demonstrate an advanced knowledge of pre-press procedures.
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GLO 3.10: Demonstrate a theoretical understanding of the **design process**.

SLO 12A.3.10.1: Demonstrate an advanced 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 12A.4.1.1: Apply creativity in solving a design challenge.

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

SLO 12A.4.2.1: Solve design and layout challenges using the design process.

SLO 12A.4.2.2: Solve design and layout challenges using the elements and principles of design.

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

SLO 12A.4.3.1: Apply colour systems to solve client-driven graphic design challenges.

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

SLO 12A.4.3.3: Apply advanced knowledge of colour modes to solve client-driven graphic design challenges.

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

- SLO 12A.4.4.1: Apply measurement to the set-up of client-driven design documents.
 - SLO 12A.4.4.2: Solve client-driven design challenges using a variety of composition methods.
 - SLO 12A.4.4.3: Design and lay out a client-driven multi-page document.
 - SLO 12A.4.4.4: Arrange elements by applying principles of design to create an advanced layout for client-driven design challenges.
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GLO 4.5: Demonstrate the practical application of **typography.**

- SLO 12A.4.5.1: Use typographic techniques to solve a client-driven design challenge.
 - SLO 12A.4.5.2: Demonstrate the application of the fundamentals of typography to solve a client-driven design challenge.
 - SLO 12A.4.5.3: Demonstrate the application of the rules of typography to solve a client-driven design and layout challenge.
 - SLO 12A.4.5.4: Demonstrate the application of type-formatting techniques to solve a client-driven design challenge.
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GLO 4.6: Demonstrate the practical application of **drawing and illustration.**

- SLO 12A.4.6.1: Demonstrate the use of thumbnails and rough sketches to solve a client-driven design challenge.
 - SLO 12A.4.6.2: Demonstrate the use of drawings and illustrations to solve a client-driven design challenge.
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GLO 4.7: Demonstrate the practical application of **photographic images.**

- SLO 12A.4.7.1: Demonstrate the use of photographs to solve a client-driven design challenge.
 - SLO 12A.4.7.2: Demonstrate the ability to use advanced photographic manipulation techniques to solve a client-driven design challenge.
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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 12A.4.9.1: Demonstrate the application of colour profiles/colour modes in relation to output techniques to solve a client-driven design challenge.
 - SLO 12A.4.9.2: Demonstrate the application of resolution in relation to output techniques to solve a client-driven design challenge.
 - SLO 12A.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 12A.4.10.1: Demonstrate the ability to apply the design process in graphic design and layout to solve a client-driven design challenge.

Step 1: Identify the design challenge.

- SLO 12A.4.10.S1.1: Identify options for a client-driven product based on its end use.
- SLO 12A.4.10.S1.2: Clarify the client's needs.
- SLO 12A.4.10.S1.3: Identify the target market to solve a client-driven design challenge.
- SLO 12A.4.10.S1.4: Identify the specifications to solve a client-driven design challenge.
- SLO 12A.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 12A.4.10.S2.1: Consider the required specifications to solve a client-driven design challenge.
- SLO 12A.4.10.S2.2: Research, gather, and document examples to solve a client-driven design challenge.
- SLO 12A.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 12A.4.10.S3.1: Brainstorm possible design solutions to solve a client-driven design challenge.
- SLO 12A.4.10.S3.2: Explore potential concepts by rendering thumbnail sketches to solve a client-driven design challenge.

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

Step 4: Refine design concepts.

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

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

Step 5: Create design solutions.

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

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

Step 6: Present design solutions.

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

Step 7: Implement final design solutions.

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

SLO 12A.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 12A.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 12A.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 12A.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 12A.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 12A.6.1.1: Read, interpret, and communicate information.

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

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

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

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

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

SLO 12A.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 12A.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 12A.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 12A.9.1.1: Demonstrate regular and punctual attendance.

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

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

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

SLO 12A.9.1.5: Demonstrate teamwork skills.

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

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

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

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

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

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

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

SLO 12A.9.5.4: Demonstrate the ability to communicate with clients in order to solve a design challenge.

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 12A.10.1.1: Demonstrate an understanding of the scope of the 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 12A.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.
