



9141

ADVANCED ILLUSTRATION  
FOR GRAPHIC DESIGN

40S/40E/40M

A Graphic Design Course



# 9141: ADVANCED ILLUSTRATION FOR GRAPHIC DESIGN 40S/40E/40M

## Course Description

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

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

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

- SLO 12B.1.1.1: Outline the safety principles for working on and around electrical equipment.
- SLO 12B.1.1.2: Outline workplace fire safety principles.
- SLO 12B.1.1.3: 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.

No applicable SLOs.

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### **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 12B.3.1.1: Research creative solutions and incorporate them into design challenges.
- SLO 12B.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 12B.3.2.1: Demonstrate an advanced understanding of the elements and principles of design used in illustrations.
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**GLO 3.3:** Demonstrate a theoretical understanding of **colour**.

- SLO 12B.3.3.1: Demonstrate an advanced understanding of how colour is used in illustrations.
  - SLO 12B.3.3.2: Demonstrate an advanced knowledge of colour modes (e.g., subtractive, additive colour, RGB, and CMYK).
  - SLO 12B.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 12B.3.4.1: Discuss how the principles of design are applied in layout and composition.
  - SLO 12B.3.4.2: Demonstrate an advanced understanding of composition methods.
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**GLO 3.5:** Demonstrate a theoretical understanding of **typography**.

- SLO 12B.3.5.1: Demonstrate an advanced understanding of the role of illustration in typeface design.
  - SLO 12B.3.5.2: Differentiate hand-lettering techniques.
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**GLO 3.6:** Demonstrate a theoretical understanding of **drawing and illustration**.

- SLO 12B.3.6.1: Demonstrate an advanced understanding of the use of raster and vector formats.
  - SLO 12B.3.6.2: Explain the theory behind perspective drawing.
  - SLO 12B.3.6.3: Differentiate between traditional and digital media.
  - SLO 12B.3.6.4: Explain the theory behind various drawing techniques.
  - SLO 12B.3.6.5: Demonstrate an advanced knowledge of various substrates used in illustration.
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**GLO 3.7:** Demonstrate a theoretical understanding of the use of **photographic images**.

- SLO 12B.3.7.1: Demonstrate an advanced understanding of the use of photography in illustration.
  - SLO 12B.3.7.2: Demonstrate an advanced understanding of photographic manipulation terms.
  - SLO 12B.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 12B.3.8.1: Explain how the end product affects illustration decisions.

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

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

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

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

SLO 12B.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 12B.3.10.1: Demonstrate an advanced 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.
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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 12B.4.1.1: Apply creativity in using illustrations to solve a design challenge.

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

- SLO 12B.4.2.1: Solve illustration challenges using the design process.
  - SLO 12B.4.2.2: Solve illustration challenges using the elements and principles of design.
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**GLO 4.3:** Demonstrate the practical application of **colour.**

- SLO 12B.4.3.1: Apply advanced knowledge of the application of colour in client-driven illustrations.
  - SLO 12B.4.3.2: Apply advanced knowledge of the psychology of colour to solve client-driven graphic design challenges involving illustration.
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**GLO 4.4:** Demonstrate the practical application of **layout and composition.**

- SLO 12B.4.4.1: Demonstrate application of the principles of design in layout and composition (e.g., negative space, hierarchy, scale, contrast, proximity, repetition).
  - SLO 12B.4.4.2: Solve client-driven design challenges using a variety of composition methods.
  - SLO 12B.4.4.3: Create an illustration for a client-driven multi-page document.
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**GLO 4.5:** Demonstrate the practical application of **typography.**

- SLO 12B.4.5.1: Demonstrate the application of the anatomy of type in hand lettering to solve a client-driven design challenge.
  - SLO 12B.4.5.2: Demonstrate the application of illustrative techniques in typeface design to solve a client-driven design challenge.
  - SLO 12C.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 12B.4.6.1: Demonstrate the use of thumbnails and rough sketches to solve a client-driven design challenge.
  - SLO 12B.4.6.2: Demonstrate the ability to create drawings and illustrations in raster and vector formats to solve a client-driven design challenge.
  - SLO 12B.4.6.3: Create drawings and illustrations to solve a client-driven design challenge.
  - SLO 12B.4.6.4: Demonstrate the ability to draw in perspective.
  - SLO 12B.4.6.5: Compare and contrast traditional and digital media.
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**GLO 4.7:** Demonstrate the practical application of **photographic images**.

- SLO 12B.4.7.1: Demonstrate the use of photography in illustration to solve a client-driven design challenge.
  - SLO 12B.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**.

- SLO 12B.4.8.1: Demonstrate the ability to create digital assets 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 12B.4.9.1: Demonstrate the application of colour profiles/colour modes in relation to output techniques to solve a client-driven design challenge.
  - SLO 12B.4.9.2: Demonstrate the application of resolution in relation to output techniques to solve a client-driven design challenge.
  - SLO 12B.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 12B.4.10.1: Demonstrate the ability to apply the design process in illustration to solve a client-driven design challenge.

**Step 1: Identify** the design challenge.

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

**Step 4: Refine** design concepts.

- SLO 12B.4.10.S4.1: Select potential design solutions to solve a client-driven design challenge.
- SLO 12B.4.10.S4.2: Refine a design concept to solve a client-driven design challenge.

**Step 5: Create** design solutions.

- SLO 12B.4.10.S5.1: Incorporate the required specifications to solve a client-driven design challenge.
- SLO 12B.4.10.S5.2: Create a design solution suitable to present to a client.

**Step 6: Present** design solutions.

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

**Step 7: Implement** final design solutions.

- SLO 12B.4.10.S7.1: Produce the end product to solve a client-driven design challenge.
- SLO 12B.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 12B.4.10.S8.1: Evaluate the design during each step of the process.
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**Goal 5:** Identify, select, use, and manage **tools, equipment, and materials.**

**GLO 5.1:** Identify, select, use, and manage **tools, including software.**

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

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

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

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

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

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**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 12B.6.1.1: Read, interpret, and communicate information.

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

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

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

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

SLO 12B.6.2.1: Demonstrate the ability to calculate fractions, decimals, ratios, and percentages.

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**GLO 6.3:** Apply the knowledge and skills from **other subject areas** relevant to graphic design.

No applicable SLOs.

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

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

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

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

SLO 12B.7.3.1: Define and discuss sustainable business practices.

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**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 12B.8.1.1: Demonstrate an awareness of the ethical considerations related to presenting solutions and critiquing work.

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**Goal 9:** Demonstrate **employability skills**.

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

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

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

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

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

SLO 12B.9.1.5: Demonstrate teamwork skills.

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

SLO 12B.9.1.7: Demonstrate the responsible use of technology.

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**GLO 9.2:** Demonstrate **cultural awareness** and an understanding of its importance in the workplace.

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

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

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

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

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

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

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

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

SLO 12B.9.5.4: Demonstrate the ability to educate clients in order to solve a design challenge.

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**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 12B.10.1.1: Demonstrate an understanding of the scope of the illustration sector.

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

SLO 12B.10.2.1: Demonstrate the ability to evaluate examples of work for a portfolio.

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

No applicable SLOs.

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