

VISUAL COMMUNICATION

MOD 1/2/3

2020-2021

AIMEE ZVINAKIS

azvinakis@sequoyahschool.org



Essential Questions

What is graphic design and why is it important to communicate effectively through text and image?

How can we use the principles of graphic design to help guide us when creating a design project?

How can we use the components of graphic design (typography, image and layout) to make meaning and create an emotional impact?

What tricks, tips and wisdom can we learn and use from expert graphic designers and typographers? Where do we see graphic design being used in our everyday life?

How do cultural influences and aesthetics influence graphic design?

How can the Adobe programs help us explore multiple solutions and create work that looks clean and professional?

How does color convey mood and emotion in a design? How can we use it effectively to help us support our design's intentions?

Course Description

This Visual Communication course is an introduction to the large and varied practice of graphic design. Graphic design will be broken down into four areas in order to examine them closely: **image making, typography, shape/color and composition**. In this course, students will gain an introductory understanding of developing design skills to make meaningful messages, to be persuasive, inspire emotional responses, and make ideas accessible to others. Because of the diversity of applications of graphic design, there is no such thing as a typical design practice. Knowing how to create and deliver strong, compelling visual messages is beneficial for a person working in any field, from education to business to technology. As a graphic designer, you will use and develop practical skills, like craft and software knowledge*, in concert with conceptual skills, historical knowledge, typographic acumen, research ability, and more.

This will be a hands-on digital visual arts class where student artists are expected to apply a strong work ethic to projects and supporting assignments. Students will be supported to forge a self-directed path to discover their own individual style and artistic voice through the projects and creative challenges. Students will learn to give and elicit constructive feedback with their peers during small group and whole class critiques. The conceptual phase of the projects will give students a chance to develop critical thinking skills to guide the outcome and direction of their studio work.

Students will record their ideas and research in their sketchbook and learn to translate their developed ideas onto a digital format using Adobe Illustrator, InDesign or Photoshop*. Most of our project outcomes will be digital. Each student will document their progress and project summaries on their online portfolio.

****In order to enroll in this course, it is required students have a laptop with the capability to download Adobe Creative Suite. The Adobe programs will be provided by the school.***



Learning Outcomes

In this visual arts class, learning outcomes are focused on both the process and the product. Evidence for the process includes sketchbook development, critical investigation, and mid-project and summative critiques. Evidence for the product includes studio work, summative reflections and artist statements.

Engage and Persist: The student demonstrates persistence in achieving quality results through trial and error, and refining their work based off their own observations and feedback from others.

Stretch and Explore: The student plans and experiments with multiple solutions/media/techniques exploring creative possibilities throughout the course of a project.

Envision: The student develops finished work that exhibits unique and personal visual solutions.

Reflect: The student communicates a clear understanding of how the elements, principles, ideas and context in their work meets the objectives of the project. The student is both reflective and constructive when it comes to their own work and the work of others (peers and designer experts).

Developing Craft and Skill: The student's work demonstrates a developed skill with the media, tools and programs used and their project displays attention to detail, care and skill in construction.

Documentation: The student documents all their assignments and projects on their online portfolio and provided a descriptive caption and/or summary under all images uploaded.

Collaborate: The student collaborates and positively engages with their peers and is an active participant in class activities.

Ownership: The student demonstrates initiative, personal responsibility and a commitment to learning; the student has the ability to self-reflect and learn from "mistakes" and experimentation to further their learning.

Supplies

For this class, every student needs to have a **blank sketchbook** to use for their process documentation. A hardbound sketchbook would be ideal, but a softcover would work too. Please don't spend a lot of money on this sketchbook. An old sketchbook with 30 free pages will suffice as well. And if for any reason you cannot get a sketchbook, let me know and I can help.

Please have your sketchbook with you in class by **Thursday, August 27**.



Course Policies

- Environmental responsibility and safety: we will discuss different ways how materials may impact human health and the environment.
- Plagiarism, authorship, and ownership: we will discuss different issues relative to authorship and ownership as they apply to creating works of art and learn about specific practices such as appropriation, fair use, copyright, open source, and creative commons.
- You are expected to arrive in class on time and turn in homework and assignments by their deadlines, unless you've contacted me before the due date so we can work out a new deadline due to your circumstances. Otherwise, points will be deducted for work turned in late.
- You are expected to engage with your classmates respectfully, recognizing that all of us share in the responsibility of building the kind of learning community we want to be a part of--one that is inclusive, challenging, rigorous, and vibrant, one in which we can learn and grow together.

Online Learning

At this current time (August, 2020), this class will be fully online and will be taught via Zoom sessions at scheduled times. Please take this time to ensure you will have a quiet place to attend class, preferable with a desk area and chair and free space on the table to work on your art. If you are sharing a space with others in the room, you will need a headset. Try to minimize distractions in your space, although we know life happens (parents, siblings, pets etc). You may use a static image as your background but it must be school appropriate. Please keep your camera on during class time unless instructed otherwise as it makes it easier for us to engage with one another. Be aware of your camera's line of sight and put anything away you do not wish to share with the rest of the class and with me. If you need to leave your workspace for any reason during class, send a private chat to me to let me know you are stepping away. If you fall sick or can't attend class on a particular day, let me know via email. I am here to work with you and support you as your teacher.