Blackhawk School District

CURRICULUM

Course Title:	**Advanced Digital Graphic Design**
Course Number:	
Grade Level(s):	**10-12**
Length of Period:	**42 minutes**
Length of Course:	**1 Semester**
Faculty Author(s):	**Ashley Biega**
Date:	**June 2013**

In preparing students for a global economy, visual arts education is a vital component to the Blackhawk community. Visual arts foster the development of critical thinking in problem solving, cultural understanding and awareness, and creative experiences and expression for the purpose of cultivating a lifelong appreciation of the arts.

COURSE DESCRIPTION:

This course is to be taken after receiving a "C" or better in digital graphic design. This course is the exploration of graphic design through the integration of typography and imagery from planning, conceptualization, and creation by management of content for a variety of projects. Adobe Photoshop CS6 will be the central program through which work will be created. Major themes include: Contrast & fusion of graphic form, text/image collage, hierarchy, grid systems, and extended layouts. Students will also engage in critiques and discussions of professional work including traditional structures of books, catalogs, magazines, and brochures.

The following outline provides a general overview of the course content, not a chronological timetable. The weeks denoted for each area provide an idea for the overall time spent working with a given topic throughout the school year.

ESSENTIAL QUESTIONS	COURSE OUTLINE	OBJECTIVES (PA Standards)	RESOURCES	LESSON REFLECTION (for future revisions)

I. How will class protocols maximize our learning and productivity?	**I. Class Expectations & Communications**
	   a. Touch Typing (1 Day)
	   b. Navigating school G: & M: drives & School Fusion (1 Day)
	   c. Basics of composing an email, importance of labeling subjects accurately. (1 Day)
	   d. Create & save to M: folder, download an image, & attach image to email (1 Day)
		9.1.12.A
		9.1.12.B
		9.1.12.C
			Ia. Typeonline.co.uk
			Ib. www.bsd.k12.pa.us
			Ic. Gmail.com
			Id. Google.com / Gmail.com	

II. How can we use the basics of Adobe Photoshop to effectively participate in a digital community?	**II. Review the basic navigation of Adobe Photoshop CS6** a. Review of Adobe Photoshop CS6 tools (5-10 Days) b. Create a movie poster cover with graphic images & text to capture student's summer or winter break to show mastery of skills. (5-10 Days)	9.1.12.G 9.1.12.H 9.2.12.D 9.2.12.E 9.3.12.A 9.3.12.D 9.3.12.E 9.3.12.F 9.4.12.A 9.4.12.B 9.4.12.C 9.4.12.D	II.a. Review worksheet IIb. google.com	
III. What is the value of color in society? What associations do we link to specific colors?	**III. Modify the color of an object** a. Introduce Hue slider (1Day) b. Introduce Saturation slider (1 Day) c. Create 6-10 examples of high resolution images with before & after color changes. (3-5 Days) d. Create an Andy Warhol-esque piece of artwork with 4 self portraits displaying color change. (3-5 Days) e. Show mastery of hue modification & levels by creating a color book for young children. Each page features an	9.1.12.A 9.1.12.B 9.1.12.C 9.2.12.H 9.3.12.A 9.4.12.A 9.4.12.B 9.4.12.C 9.4.12.D	III.c. google.com III.d. Warhol.org, google.com III.e. google.com	

	object that has a specific color isolated (10-15 Days).			
IV. When is less actually more? Understanding what visual information is the most important for communicating a message.	**IV. Cropping & Eliminating – The Rule of Thirds and Beyond** a. Introduce the Rule of Thirds (1 Day) b. Research famous photography & commercial art for visual literacy (1 Day) c. Create 6-10 examples of high resolution images showing before & after cropping. (3-5 Days) d. Create a piece of artwork that combines cropping & color isolation featuring your favorite part of Pittsburgh. (5-7 Days) e. Use your Pittsburgh image to create a promotional poster encouraging people to visit the City of Pittsburgh with imagery & text. (5-7 Days) f. Bonus Assignment: Create a promotional poster for the BHS Art Department using the color range technique (As time allows)	9.1.12.A 9.1.12.B 9.1.12.C 9.2.12.H 9.3.12.A 9.3.12.B 9.3.12.E 9.4.12.A 9.4.12.B 9.4.12.C 9.4.12.D	IV.a. http://www.youtube.com/watch?v=O7VB7IgpI6w http://www.youtube.com/watch?v=JUhlN8w656I IV.b. art.com IV.c. google.com IV.d. http://www.fotosearch.com/photos-images/pittsburgh.html or google.com IV.e visitpittsburgh.com	
V. When is the presence or absence of color more important or valuable?	**V. Sketch Filters & Multiply Blending Mode** a. Setting foreground & background on default black & white colors (3-5 days) b. Create 3-5 images displaying various filters (3-5 Days) c. Introduction of slogans in advertising (1 Day) d. Create a poster that will market the BHS Art program to 8th grade students @ HMS using the multiply technique. (5-10 Days) e. Introduce threshold. (1 Day) f. Create a self portrait using threshold & a high resolution JPG of a place that you would like to visit. (5-10 Days)	9.1.12.A 9.1.12.B 9.1.12.C 9.2.12.H 9.3.12.A 9.3.12.B 9.3.12.E 9.4.12.A 9.4.12.B 9.4.12.C 9.4.12.D	V.b www.freedigitalphotos.net V.c. http://www.rg-motif.net/ZSlogan.html V.f www.freedigitalphotos.net	

VI. What factors contribute to the mood or personality of an image?	**VI. Using Fonts for Expression** a. Font installation (3-5 Days) b. Re-imagine the movie poster, "Confidence" to express your own personality through color & text selection. (5-10 Days) c. Create a compelling abstract composition using the screen blending mode. (5-10 Days) d. Re-imagine a movie poster using various blending modes. (5-10 Days) e. Create 2-3 trading cards that features an individual student in an action pose in their school sport, club, or activity using blending modes & textured backgrounds. (5-10 Days)	9.1.12.A 9.1.12.B 9.1.12.C 9.3.12.A 9.3.12.B 9.3.12.E 9.4.12.A 9.4.12.B 9.4.12.C 9.4.12.D	VI.a. http://www.fontsquirrel.com VI.b. http://www.movieposterdb.com VI.c. http://www.photoshopessentials.com/photo-effects/blend-textures-with-photos/ VI.d. allposters.com VI.e. google.com	
VII. How can you use digital media to create & share new concepts or ideas?	**VII. Pulling it all together** a. Blending mode test (2-3 Days) b. Blending mode & clone stamp (1 Day) c. Re-imagine American or foreign currency by using individual portrait & blending modes (5-10 Days) d. FINAL PROJECT: Select one BHS Club, Team, or Organization to feature in a poster using layout, outer glow, layer style, and text variation. Poster will be hung in the building.	9.1.12.A 9.1.12.B 9.1.12.C 9.2.12.A 9.2.12.G 9.3.12.A 9.3.12.B 9.3.12.E 9.4.12.A 9.4.12.B 9.4.12.C 9.4.12.D	VII.c http://www.traveller.org/currency/ VII.d www.bsd.k12.pa.us	