ART & DIGITAL DESIGN SYLLABUS			
SCHOOL:	Tuscola Technology Center	Instructor:	Sheryl Piche
ADDRESS:	1401 Cleaver Road Caro MI 48723	Phone:	989.673.5300 ext. 30339
URL:	www.tuscolaisd.org	Email:	spiche@tuscolaisd.org

COURSE DESCRIPTION:	In Advertising Design at the Tuscola Technology Center, students learn to communicate to mass audiences, promoting products and ideas. Students use design principles, typography, illustration and computer skills to produce effective graphic communications. From MTV to cereal boxes, the visually propelling display of information dominates our modern lives. Never before has Advertising Design been at once so important and so pervasive. At the Tuscola Technology Center, students will develop the problem-solving skills and conceptual thought processes that will prepare you for professional success in this dynamic area that spans many careers in the visual imaging field. In our visually oriented society, graphic designers benefit from an array of career opportunities in advertising, publishing, marketing and other communications fields. The Advertising Design Program trains graphic designers & photographers to creatively solve problems while acquiring the specific skills and experience they need to design magazine layouts, brochures, packaging, corporate logos and signage. Fine artists will also develop style & technique.
COURSE GOALS & OBJECTIVES:	The purpose of this class is to provide an informative initiation to the disciplines of Advertising Design. It includes demonstration of traditional as well as digital techniques. This class will instruct the student in design skills employing tools, materials and procedures traditionally used in the communication and fine arts field. Design elements and principles, using typography, artwork and photography will be an integral part of the course. The focus is on combining creative visual solutions to communication problems using technical skills. **Industry Overview** • Understand impact of emerging technologies in visual communications • Identify processes and equipment in visual communications • Explain advantages of working for self/others • Prepare a portfolio for use in job search or post secondary education • Complete a resume, application, and cover letter • History of Design • DADA Movement • Mosaics in history, Modern Art **Safety** • Demonstrate safe handling of tools and materials • Demonstrate safe operation procedures of equipment • Understand classroom safety rules **Workplace Skills** • Demonstrate responsibility, self management, and respect for self and others • Demonstrate ethical behavior in school and projects • Understand copyright and fair use laws and issues including: (counterfeiting, etc.)

- Demonstrate proper use of time by prioritizing tasks and revising schedules as needed
- Utilize techniques to resolve conflicts in the classroom
- Exhibit teamwork skills
- Demonstrate ability to stay on task
- Demonstrate ability to be on time and prepared
- Exhibit a positive work ethic
- Demonstrate ability to follow written and verbal instructions

Applied Academics
- Measure linear dimensions for printing materials in inches and fractions of inches
- Measure type in points and picas
- Perform mathematical operations using addition
- Perform mathematical operations using subtraction
- Perform mathematical operations using multiplication
- Perform mathematical operations using division
- Solve basic ratio and proportion problems
- Solve basic point and pica measurement problems
- Produce a pencil drawing
- Paint a landscape
- Produce a linoleum block print
- Resize a picture & redraw using a grid
- Produce marker renderings
- Produce an abstract rendering
- Make sculptures
- Make mosaics
- Demonstrate matting & framing

Project Management
- Understand design process workflow, understand project goals and requirements
- Apply research techniques to meet needs of projects, brainstorming, idea generation, idea elimination, and idea selection
- Understand and utilize production process workflow
- Understand client expectations including: (i.e. project goals, delivery, and schedules)
- Understand and utilize design process workflow
- Apply problem solving techniques

Visual Literacy
- Demonstrate an understanding of color theory
- Utilize a color wheel
- Describe color vibration
- Describe additive and subtractive color (i.e. RGB and CMYK)
- Describe primary, secondary, and tertiary colors including (i.e. definitions/properties of color)
- Apply psychology of color to projects
- Utilize the Pantone Matching System (i.e. spot color)
- Define the elements of design (i.e., line, form, color, space, texture, value, shape)
- Define the principles of design (i.e., emphasis, unity, balance, proportion, rhythm, movement, contrast & pattern)
- Create thumbnail sketches and rough drafts by sketching
- Identify fundamentals of typography (i.e. stroke, stress, x-height, etc.)
- Explain letter spacing, tracking, kerning, and line spacing
- identify and utilize appropriate type classifications and styles

- Utilize heat transfer press
- Collect & utilize stock photography, clipart & images for references

Document Design
- Define alignment – flush right, flush left, centered & justified
- Demonstrate file management techniques
- Create bleeds and utilize printer's marks in document setup and output
- Utilize tools, menus, rulers, guides, grids, palettes, panels & grids
- Demonstrate an understanding of composition
- Demonstrate an understanding of file formats, resolutions, and file size
- Demonstrate an understanding of the relationship between color, typography, and layout
- Redesign a job/project based on client feedback
- Create an original project
- Create designs that meet client and assignment requirements
- Create designs using text and graphics
- Import graphics and text
- Create a vector illustration
- Create a document using layers
- Understand vector and raster based images
- Wrap text around objects (including using anchors)
- Place text on a path
- Add text and create a text outline
- Create reusable graphics and illustrations (layers)
- Demonstrate letter spacing, tracking, kerning, and leading
- Set up master page
- Create cartoon character
- Understand a work & town process
- Understand flat to finish concepts

Image Acquisition and Manipulation
- Perform scanning of images
- Understanding of basic photography
- Demonstrate a knowledge of photography terms on paper & with digital camera
- Perform assignments using large and shallow depth of field
- Utilize channels & History & Actions
- Import an image from a digital camera
- Understand digital imaging software interface
- Import and work with various file formats
- Demonstrate ability to work with layers
- Retouch photos using various tools and effects
- Import images to page layout programs
- Apply filters and layer modes

Image Output
- Demonstrate ability to create a PDF including packaging and merging
- Output for new media uses
- Output a single color project
- Output a spot color project
- Output a CMYK project
- Create a proof for customer approval
- Indicate printers specs on press ready jobs

	New Media
	- Apply knowledge of thumbnails and storyboards
	- Demonstrate knowledge of the internet and how graphics relate to the internet
	- Understand or create a web site
	- Understand or create a web page
	Imaging Technologies
	- Identify equipment used in visual communication production processes
	- Understand paper uses, weights, sizes, and finishes
	- Identify print processes used to produce various products
	- Produce a product using a print production method
	- Observe production operations via video, DVD, or personal viewing
	- Finishing Processes & binding processes
	- Demonstrate knowledge of basic folds including: (i.e. single fold, trifold, and letter fold accordion style)
	- Understand and participate in screen printing
ATTENDANCE POLICY AND GRADE REDUCTION	The Tuscola Technology Center places a high priority on attendance because the attendance pattern established by the student in school often sets an attendance pattern for employment. To benefit from the primary purpose of the school experience, it is essential that each student maintain regular and punctual attendance. Class attendance is necessary for learning and academic achievement as well as for developing the habits of punctuality, dependability, and self-discipline demanded by business and industry. Regular attendance in the Technology Center's labs is essential to allow students to fully participate in class instruction, discussion and skill development. Absences beyond eight days per semester are considered excessive. Both excused and unexcused absences are charged in the student total.

Absences beyond eight (8) per semester are considered excessive. At nine (9) absences, excused or unexcused, the student's grade will drop 1 full letter grade. At absence 11, 13, and 15, grades will drop one full letter grade for each of those absences. Any grade reduction may be appealed to the Tech Center Administration in writing within two weeks of the end of the semester. The student may have an opportunity to make up the work, with credit, at the convenience of the instructor with the approval of administration |

Grade	High	Low
A	100	93
A-	92.99	90
B+	89.99	87
B	86.99	83
B-	82.99	80
C+	79.99	77
C	76.99	73
C-	72.99	70
D+	69.99	67
D	66.99	63
D-	62.99	60
E	59.99	0

STUDENT ASSESSMENT

Students will receive a progress report each nine week marking period and at the end of each semester. Grades will be determined by the accumulation of honor points in the areas of skills, work habits, and attendance. Grades will be assigned in accordance to the scale.

CERTIFICATE REQUIREMENTS

- Student must have a score of 80% or above on skill training & work habits
- Student must complete a job shadow or work experience within the year
- Student must not miss more than 8 days per semester

	• Student must complete student achievement test – performance, and written test and an 80% competency or better on the performance test. • Student may lose certificate due to disciplinary action
CERTIFICATIONS	
ARTICULATED CREDIT	The Advertising Design program has articulation agreements with (but not limited to) Delta College, Davenport University, Baker College and others. Articulation means that you can earn college credit for the program you are studying at TTC.
PROGRAM SUPPLIES	It is recommended that student bring the following items to class: 2 GB Thumb Drive, 2 GD SD Card & 5 CD's
	The instructor reserves the right to make adjustments to this syllabus as needed.