Glendale Unified School District

Middle School

June 4, 2018

Department:	Career Technical Education
Course Title:	Introduction to Media & Digital Arts
	(Replace Desktop Publishing & Graphics)
Course Code:	5181GV/5182GV
Grade Level(s):	
School(s) Course Offered:	Roosevelt, Rosemont, Wilson, Toll
UC/CSU Approved (Y/N, Subject):	N/A
	10
Course Credits:	
Recommended Prerequisite:	Digital Media Essentials, Computer Applications/Computer Literacy

Recommended Textbooks:

- Graphic Communication: Digital Design and Print Essentials, Student Edition, Z. A. Prust and Peggy B. Deal (authors), Goodheart-Willcox Company, Inc., ISBN 978-1-63126-876-2
- Certification Prep: Adobe Illustrator Creative Cloud, D. Michael Ploor (author), The Goodheart-Wilcox Company, Inc., ISBN 978-1-63126-855-7
- Certification Prep: Adobe Photoshop Creative Cloud, D. Michael Ploor (author), The Goodheart-Wilcox Company, Inc., ISBN 978-1-63126-857-1
- Certification Prep: Adobe InDesign Creative Cloud, D. Michael Ploor (author), The Goodheart-Wilcox Company, Inc., 978-1-63126-856-4

Course Overview: Intro to Media and Digital Arts is an introductory course to the Arts, Media & Entertainment Industry sector. Students will learn basic foundations of graphic design and computer graphic fundamentals. Specialized curriculum in contemporary media involving digital design and moving graphics will be introduced. Careers in the Arts, Media, and Entertainment sector fall in three general pathways: Media and Design Arts, Performing

Arts, and Production and Managerial Arts. The foundation and pathway standards make explicit the appropriate knowledge, skills, and practical experience students should have to pursue their chosen profession through whatever course of postsecondary, collegiate, and graduate training or apprenticeship it may require.

First Semester-Course Content

Unit I: <u>**Introduction to Graphic Design**</u>   *(3 weeks)*

STANDARDS
Visual And Performing Arts: 1.0, 1.2, 1.3, .4.4, .4.3
Common Core Standards: English Language Arts.7-8.LS.C.1.1, 7-8. Reading 2.6
Career Technical Education Manufacturing & Product Development Pathway Standards:
A.A1.,A1.2, B.B1.1, B.B1.2
Career Technical Education Arts, Media & Entertainment Pathway Standards: A.A2.3

   A. This module introduces students to Graphic Arts Technology and related fields. Students will explore the relationship between Graphic Arts and Graphic Design, Multimedia and Web design, Photography, and Communications. Students are instructed of the class rules and policies and the safety guidelines of equipment use.
   B. Demonstrate an understanding of basic concepts by manipulating line, mass, volume, space, rhythm, texture and pattern in their commercial design. Recognize and build on prior knowledge of color theory, illustration, perspective, lettering and technological processes. Understand how basic design principles, typography and illustration are used to persuade, communicate, identify, attract attention or create action in a layout.

EQUIPMENT/SOFTWARE: Adobe Photoshop, Adobe Illustrator

Unit 2: <u>**Elements of Design**</u>   *(3 weeks)*

STANDARDS
Visual And Performing Arts: 1.0, 1.2, 1.3, 1.4, 2.6
Common Core Standards: English Language Arts ELA.7-8.R.CAGT.2.3, ELA.7-8.R.CAGT.2.5
Career Technical Education Manufacturing & Product Development Pathway Standards:
B.B1.1, B.B2.1, B.B5.1

   A. This module is designed for students to learn about design elements through projects such as; creating examples of color schemes using graphic software and creating an original alphabet based on the theme. Each project includes self reflection and a peer review.
   B. Color Theory, line, shape, space, texture and value.

EQUIPMENT/SOFTWARE: Adobe InDesign, Adobe Illustrator

Unit 3: **Principles of Design** *(3 weeks)*

STANDARDS
Visual And Performing Arts: 1.0, 1.2, 1.3, 1.4, 2.6
Career Technical Education Manufacturing & Product Development Pathway Standards: B.B2.2, B.B2.1
Common Core Standards: ELA.7-8.R.CAGT.2.6
Common Core Standards: ELA.7-8.R.CAGT.2.5

A. This module is designed for students to learn the principles of design through projects such as; posters, creating original designs that reflect an emotion, magazine covers, product ads, cereal box prototypes, candy wrappers etc. They do a self reflection on their projects and peer review. Some projects include a presentation to the class.
B. Balance, contrast with emphasis on, harmony, movement/rhythm, proportion, repetition/pattern, unity and variety.

EQUIPMENT/SOFTWARE:: Adobe InDesign, Adobe Illustrator

Unit 4: **Design Basics** *(4 weeks)*

STANDARDS
Common Core Standards: ELA.7-8.LS.C.1.3, ELA.7-8.R.CAGT.2.6
Career Technical Education Manufacturing & Product Development Pathway Standards: A.A1, A1.2, B.B1.1, B.B1.2 , A2.1, A2.2, A3.1, A2.4, A1.1

A. This module is designed to provide a basic overview of design principles and practices. Students will review types of design, media selection, and visual communication concepts such as composition, typography, and color. Students will gain an understanding of the application of basic graphic art design principles to achieve specific goals.
B. Research and describe how art reflects cultural values in various traditions throughout the world. Take an active part in a small-group discussion about the artistic value of specific works of art, with a wide range of the viewpoints of peers being considered. Research and discuss the role of the visual arts in selected periods of history, using a variety of resources (both print and electronic). View selected works of art from a culture and describe how they have changed or not changed in theme and content over a period of time.

EQUIPMENT/SOFTWARE: Google Art, Google Draw, Adobe CC, Canva

Unit 5: **Design Process** *(4 weeks)*

STANDARDS
Visual And Performing Arts: .8.CE.SPMT.2.
Common Core Standards: ELA.7-8.W.2.5d, ELA.7-8.R.CAGT.2.6,

Career Technical Education Manufacturing & Product Development Pathway Standards:
A.A2.4,A2.3, A3.1
Career Technical Education Information Technologies Pathway Standards: B.B3.3

A. This module focuses on developing entry-level skills for desktop publishing and page layout on the personal computer. Students will produce sketches, rough layouts, and comprehensive layouts for a printed documents while using design principles to guide the process. Students will learn to create documents (resumes, flyers, newsletters, brochures) using a variety of computer applications including but not limited to Adobe InDesign, Photoshop, and Illustrator. In addition, students will evaluate graphic arts copies, designs, and layouts for proper grammar, punctuation, and adherence to specifications.

B. Develop a theory about the artist's intent in a series of works of art, Using reasoned statements to support personal opinions. Explain the intent of a personal work of art and draw possible parallels between it and the work of a recognized artist. Analyze the form (how a work of art looks) and content (what work of art communicates) of works of art. Students derive meaning from artworks through analysis, interpretation, and judgment. Know how technology and the arts are interrelated in the development of presentations and productions.

EQUIPMENT/SOFTWARE: Adobe InDesign, Canva

Unit 6: **Digital Image Creation & Editing (Part 1)**   *(2 weeks)*

STANDARDS
Visual And Performing Arts: 7-8 (proficient).AV.MIJ.4.3, MIJ.4.4
Common Core Standards: ELA.7-8.R.CAGT.2.6
Career Technical Education Arts, Media & Entertainment Pathway Standards: C.C1.2, A.A2.3, A2.4
Career Technical Education Manufacturing & Product Development Pathway Standards: B.B2.2 B4.2, B4.4,B 5.4,

A. This module focuses on the creation and manipulation of digital graphics using electronic imaging software. Students will learn use electronic imaging software to acquire (import and scan), edit, retouch, and color correct digital photographs. Students will use electronic imaging software to create and manipulate digital Illustrations.

B. Cut it Out!Understanding Graphic File Formats Multiple Artboards in Illustrator Lightning Effect in Photoshop Color and Draw in Photoshop express literature and history as themes for artwork.

EQUIPMENT/SOFTWARE: Scanner, Camera, Printer, Adobe Illustrator, Adobe Photoshop

Second Semester-Course Content

Unit 7: <u>**Typography**</u>   *(2 weeks)*

STANDARDS
Common Core Standards: ELA.7-8.LS.C.1.1
Career Technical Education Manufacturing & Product Development Pathway Standards:
A.A1.1, B.B1.2, A1.2, B.B1.1

  A. This module focuses on the preparation of digital files for printing. Students will gain an understanding of the activities that take place between design and printing to ensure that projects print properly. This module is intended to introduce the concepts of file preparation, proofing, and press checks.
  B.   Preparing   Files   for   Press
  Create an Children's Book (Good follow-up project to Personal Traits in Text)
  Creating an Illustration using Adobe Illustrator Pen Tool.

EQUIPMENT/SOFTWARE: Adobe Illustrator, Adobe Photoshop

Unit 8: <u>**Caricature Design**</u>   *(4 weeks)*

STANDARDS
Common Core Standards: ELA.7-8 R.CAGT.2.6, ELA.8.R.NAGT.3.2,WHST.7-8.4
Career Technical Education Arts, Media & Entertainment Pathway Standards: 4.5, A.2.8, A7.1, A8.1

  A. This lesson will teach the student how to take an image and turn it into a "Cartoon" image like the comic books from Marvel and DC comics. This is a simple method, however, there are other variations that advanced users can explore. The assessment of the lesson is for the students to create a one-panel comic using themselves as the character.

  B. Student will be able to "cartoon" an image using a common method
     Student will be able to objectively evaluate a "cartoon" image based on
     established criteria. Student will gain a better understanding that there is more
     than one way in Photoshop to complete a task.

EQUIPMENT/SOFTWARE: Adobe Photoshop, Adobe Illustratrator

Unit 9: <u>**Package Design (Part 1 & 2)**</u>   *(5 weeks)*

Part 1
STANDARDS
Visual And Performing Arts: 7-8 (proficient).AV.MIJ.4.3
Career Technical Education Arts, Media & Entertainment Pathway Standards .2.3,.CRA.CA.5.1
Common Core Standards: ELA.7-8.LS.C.1.1, ELA.7-8.R.CAGT.2.6

A. Students will be introduced to the exciting industry of advertisement. This lesson will introduce students to the advertisement industry and show the different types of advertisement used today with emphasis on print ads. Following a powerpoint presentation, students will find two examples of print ads in magazines then share these ads with the class.
B. The goals for this lesson is to introduce students to the concepts, styles and vocabulary used for creating a successful print ad. At the end of this lesson students should be able to point out parts commonly used in creating a print ad, as well as have a clear understanding of what makes a print ad successful.
C. Toy/Game package design

Part 2
STANDARDS
Visual And Performing Arts: 7-8, A.A2.4, B.B1.2.1.1, A1.4.4.1
Career Technical Education Arts, Media & Entertainment Pathway Standards: SPMT.2.3., CETOA.2.6.,B.B3.1
Common Core Standards: ELA.7-8.LS.C.1.1

A. In this lesson, students will learn how to create a print advertisement and video commercial for a beverage. The lesson will begin with a powerpoint presentation reviewing the different parts of a print ad and examples of student made print ads. Next, students will have an opportunity to choose a product and do some research in preparation for creating their own print ad using photographs taken by them and Photoshop.
B. The goal of this lesson is to teach students about how to create a successful print ad. Also, to have them chose a product that they can research and create a print ad for using learned concepts.

EQUIPMENT/SOFTWARE: Adobe InDesign, Photoshop or Illustrator

Unit 10: **Digital Image Creation & Editing (Part 2)**   *(2 weeks)*

Standard:
Career Technical Education Standards: A.A2., A.A2.2, A.A2.3, A.A2.4, B.B1.2.1.1, B.B1.2.1.5, A1.4.4.1
Common Core Standards: ELA.7-8.LS.2.4a

A. This module focuses on the creation and manipulation of digital graphics using electronic imaging software. Students will learn use electronic imaging software to acquire (import and scan), edit, retouch, and color correct digital photographs. Students will use electronic imaging software to create and manipulate digital illustrations.
B. Students will create a custom brush in Illustrator. There are 5 types of brushes within Illustrator and we will only be covering 3, how to make an Art, Scatter and Calligraphic brush. You won't always have brushes, shapes, or objects created for you, so you may

have to make them yourself. Making custom Illustrator brushes couldn't be easier. Students will learn to use Photoshop as a photo-editing tool to alter and manipulate personal images and draw an element of the environment.

EQUIPMENT/SOFTWARE:: Adobe Illustrator, Adobe Photoshop

Unit 11: **Desktop Publishing**   *(3 weeks)*

STANDARDS
Career Technical Education Arts, Media & Entertainment Pathway Standards: A.A2.2
A.5.5
Common Core Standards: ELA.7-8.R.CAGT.2.6.,RST.7-8.3
Visual And Performing Arts:.7-8 (advanced) CETOA.2.3.,A.2.6

  A. This module focuses on developing entry-level skills for desktop publishing and page layout on the personal computer. Students will produce sketches, rough layouts, and comprehensive layouts for a printed documents while using design principles to guide the process. Students will learn to create documents (flyers, brochures, infographics) using a variety of computer applications including but not limited to Adobe InDesign, Photoshop, and Illustrator. In addition, students will evaluate graphic arts copies, designs, and layouts for proper grammar, punctuation, and adherence to specifications.
  B. Several types of scanners- flatbed, sheet fed, handheld, film, students will use a scanner to create a group collage expressing their similarities. In this lesson students apply artistic thinking processes the steps to creating layouts: sketching, thumbnail, rough layout, comprehensive layout and mechanical layout. Students will then go through the process of creating their own thumbnails, rough layout, comprehensive layout and mechanical layout for a magazine cover.

EQUIPMENT/SOFTWARE:: Scanner, Adobe InDesign, Adobe Photoshop, Adobe Illustrator

Unit 12: **Integrated Graphics & Multimedia Production**   *(4 weeks)*

STANDARDS
Career Technical Education Arts, Media & Entertainment Pathway Standards: A.A1.1.1.1
A.A1.2.2.3, FS.4.2, FS.4.4, FS.4.5, FS.10.6, .FS.10.10
Common Core Standards: ELA.7-8.R.CAGT.2.6
Visual And Performing Arts: 5 SPMT.2.3

  A. This module introduces connections between Graphic Arts Technology and other Media formats. Students will learn how Print, Web, Video, and other forms of Multimedia can be integrated to achieve specific goals. Students will be introduced to photography, video, and multimedia production processes.

  B. In this lesson students will create a Logo for a business with the knowledge that this logo will be created for a variety of distribution models. The logo will be

created using a variety of processes including hand drawing, digitizing, and vectoring of the final image. As designers in an increasingly multimedia world, students will be required to know how to deliver content over a variety of platforms: whether it be still images for web or print, or that same still image animated.

EQUIPMENT/SOFTWARE: Adobe Illustrator, Adobe InDesign

Unit 13: **What is a Portfolio?**   *(1 week)*

STANDARDS
Common Core Standards: ELA RST.7-8.4.,WHST.7-8.8,SL.7-8.5
Career Technical Education Arts, Media & Entertainment Pathway Standards: A.A1.2.2.2, A.A1.4.4.6, A.A1.5.5.3., FS.3.6

 A. In the first lesson of this unit the students will research various animation portfolios and what they entail. They will also identify the professional standards relating to a portfolio and or demo reel. The final step will involve the students self evaluating their own portfolio needs.
 B. The students will understand the vocabulary related to a digital portfolio the students will be able to identify the standards utilized within a professional portfolio the students will evaluate and assess their own works of art fo a portfolio

EQUIPMENT/SOFTWARE:: N/A