

VCD II

Visual Communication Design II

Sylvania Southview High School
2011-2012 School Year

Instructor: Byron Jones

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Room: 156

Schedule: 8th/9th Periods

Southview Phone Extension: 6209

Course Description:

Visual Communication Design II is a continued exploration into the area of computer graphic design and the growing field of web design. The curriculum includes the development of personal creativity, computer art production, and portfolio development that is presented in accordance with appropriate developmental practice. In addition, students will become acquainted with the major software packages utilized on Macintosh computers in the professional world of design. These include the following Adobe products: Dreamweaver, Illustrator, Photoshop, InDesign and Flash. For video, students will employ iMovie, Adobe Premiere, and/or Final Cut Pro. Possible career opportunities for those in Visual Communication Design include: Graphic Designers, Multimedia Specialists, Interface Designers, Production Artists, Web Designers, and Game Designers.

Course Objectives:

Upon successful completion of this course, the students will:

- Understand the workings and responsibilities of a web designer during a typical work day. (The importance of deadlines and copyright infringements will be highly emphasized.)
- Be able to research a project/client before beginning the design phase.
- Become aware of how designs are created in the rough/pencil format. (The art of brainstorming and creating various thumbnails in pencil will be emphasized throughout the course.)
- Become fluent in Adobe Dreamweaver, Illustrator, Photoshop, and Flash.
- Have a successful working knowledge of input and output devices such as printers, scanners, digital cameras, etc.
- Learn the importance of portfolios and how they work within today's job market.

Class Policies:

- Late work will be deducted 5% for each school day after the deadline.
- The opportunity to use the Internet for research purposes to aid in class projects will be provided throughout the year (see Internet Access Agreement). This is a

- privilege that can aid the student, but will be removed if abused (example: student using the Internet for other purposes before completing class assignments). Students caught bypassing the school Internet security system will be subject to immediate disciplinary action by school administration which might include, but is not limited to, removal from the course.
- Any student caught tampering or damaging the physical hardware within the lab will be subject to immediate disciplinary action by school administration which might include, but is not limited to, removal from the course. This applies to damaging or deleting software, as it is also considered school property.
 - Any student caught deleting or tampering with another student’s work will be subject to immediate disciplinary action by school administration, which might include, but is not limited to, removal from the course.
 - All cell phones must not be seen or heard during class.
 - Any form of plagiarism or academic dishonesty constitutes cheating as defined in the Student Handbook and is grounds for discipline in accordance with the policies of Southview High School. Using any photograph or graphic that is not the original work of the student without proper citation constitutes plagiarism.

Assessment:

- Small In-Class Assignments – Roughly 20% of Quarter Grade
- Major In-Class Projects – Roughly 60% of Quarter Grade
 - Each are required to be completed for a passing grade (even if late)
 - Each are weighted according to the time needed for completion (a two week project will be worth twice as much as a one week project)
- Professionalism & Work Ethic Grade – Roughly 20% of Quarter Grade
 - The class is designed to provide a work-like atmosphere. This grade will reflect the student’s attitude toward the coursework, fellow students and the instructor. Each student is expected to come to class on time and be prepared to work. Students are also expected to be self-motivated, polite, and conscientious to others in the work environment. Students not adhering to the following will be penalized:
 - Punctual to each class and after breaks between periods
 - Attentive during instruction
 - Polite and respectful to others
 - Stay on task without being reminded
 - Calculated every two weeks as a 20-point grade. This breaks down to 2 points a day. Students start with full credit every 2 weeks and only lose points due to items mentioned above.
 - This should be an easy “A” for each student and can help those that might struggle with one individual project.
- The following shows the standard grading scale used at Southview High School:

A+	98-100	A	93-97	A-	90-92
B+	87-89	B	83-86	B-	80-82
C+	77-79	C	73-76	C-	70-72
D+	67-69	D/P	60-66	F	59 and below

Major Areas of Course Curriculum:

- Introduction to Web Design
 - Defining Web Design
 - General overview of how websites are created and assembled
 - Discussion with various examples of professional websites in the marketplace
 - Explanation on how every professional web design needs to serve it's purpose and reach the target audience
- Introduction to Adobe Dreamweaver
 - Brief overview on the major tools within the toolbox
 - HTML tags
 - Text manipulation
 - Formatting and arranging text
 - Forms and tables
 - Importing images from Photoshop
 - Placing images
 - Creating navigational elements
- Continued Mastery of Adobe Illustrator
 - Fine tune skills using the major tools within the toolbox
 - How to select objects with the various selection tools
 - Utilizing the Paint style box to give objects fill and stroke
 - Drawing with the pen tool
- Review of the Formal Elements of Art and Design
 - Art – Line, Shape, Color, Value, and Texture
 - Design – Balance, Hierarchy (Focal Point), Rhythm, and Unity
 - Visual Space – Positive and Negative
 - The illusion of 3-Dimentional Space
- Continued Mastery of Adobe Photoshop
 - Fine tune skills using the major tools within the toolbox
 - How to select objects with the various selection tools
 - Introduction to the use of layers
- Steps and Standards of Creating a Solid Web Design
 - Strategy and Planning
 - Concept
 - Design
 - Graphic Elements
 - Craftsmanship
 - Critiquing the Final Design
- Understanding Portfolios
 - The need for portfolios
 - Contents of portfolios
 - Craftsmanship of portfolios
- Video Editing
 - Introduction to Final Cut Pro
 - Working with transitions

Lab Rules:

- Respect others and their property
 - This includes physical property and electronic files/projects
 - This includes the instructor and other students
 - Do not degrade others and/or their projects
 - Do not interrupt or ignore others during group discussions or instruction
- Maintain integrity
 - Refrain from dishonesty, including cheating and plagiarizing
- Finish food and drink before entering lab
- Remain seated and productive until the bell rings

Sample Projects:

- Company Logo Design
- Company Website Design
- Personal Website Design
- DVD Packaging Design
- Brochure Design
- Animated Characters
- Video Trailer

Suggestions for Success:

- Ask questions
- Use time wisely
- Save work frequently
- Use open lab times to makeup work
- Bring a flash drive to backup work

(Please sign and remove the bottom portion of this page and return it to the instructor.)

Please sign below stating that you have read this syllabus in its entirety. Thank you.

Student: _____
Signature Date

Parent or Guardian: _____
Signature Date