

Course: DMA Graphic Design 11

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Course Description:

This course is very much a hands-on self-directed course requiring the student to manage their time and resources well to:

- a) Develop hands-on ability to manage and pitch/propose a design project and effectively use the design process.
- b) Master and harness the concepts, principles, and creative energy that are essential to communicating powerfully with graphic designs.
- c) Learn how to master the graphic design software such that you can produce a high quality and inspired designs.
- d) Apply and reinforce your knowledge and skills to relevant design projects

Students are expected to know the following:

- visual arts elements, principles of design, and image development strategies
- a range of printmaking and graphic forms, materials, technologies, and processes
- symbols and metaphors to represent ideas and perspectives in graphic arts
- the role of the artist and audience in a variety of contexts
- the influence of visual culture in social and other media
- contributions of innovative graphic artists from a variety of movements, contexts, time periods, and cultures
- the influence of social, cultural, historical, political, and personal context on artistic works
- personal and social responsibility associated with creating, perceiving, and responding in graphic arts

Course Expectations:

It is expected that students will:

- Abide by the student Code of Conduct
- Adhere to the Academic Honesty policy
- Adhere to the Summer Learning Student Engagement policy
- Respect yourself and others
- Attend every class and be punctual
- Inquire, think, and participate to the best of your individual ability
- Access technology in class for learning purposes only & only when instructed to do so

- Challenge yourself and have fun learning
- Bring all necessary materials to every class
- Complete all assigned assignments and be accountable for correcting their own work

Big Ideas:

By the end of this course students will be expected to display understanding for the following big ideas in Graphic Design:

1. Graphic arts are unique art forms that use specific processes to convey a message.
2. Graphic arts reflect the interconnectedness of the individual, community, history, and society.
3. Growth as a graphic artist is dependent on perseverance, resilience, and reflection.
4. Meaningful artistic expression requires the engagement of the mind and body.
5. Graphic arts are used to communicate and represent self, identity, and cultural expression.

Curricular Competencies:

Students will be able to use creative processes to:

Exploring and creating

- Make graphic works collaboratively and as an individual using imagination, observation, and inquiry
- Demonstrate creative thinking by using ideas inspired by exploration
- Intentionally select and combine materials, processes, and technologies to convey an idea
- Engage in appropriate risk taking to express moods and ideas
- Experiment with a wide range of materials, processes, and technologies to create graphic art
- Apply skills that engage the body and mind
- Develop skills and techniques in a wide range of styles and movements and a variety of technologies and processes
- Demonstrate active and disciplined engagement in resolving design challenges

Reasoning and reflecting

- Understand the purpose of a critique and choose when to apply suggestions
 - Describe and analyze, using the language of graphic arts, how artists use materials, technologies, processes, and environments in art making
 - Transfer learning from other contexts, where appropriate, in the planning, creating, interpreting, and analyzing of artistic creations
- Develop personal answers to aesthetic questions

Communicating and documenting

- Share, document, and appreciate graphic works in a variety of ways and contexts
- Make graphic art with a specific audience in mind
- Communicate ideas and express emotions through art making
- Demonstrate respect for self, others, and place through image making
- Communicate and respond to social and environmental issues occurring locally, regionally, and globally as they connect to personal values

Connecting and expanding

- Design graphic works to reflect personal voice, story, and values in connection with a specific place, time, and context
- Construct personally meaningful artistic works that demonstrate an understanding of, and appreciation for, personal, social, cultural, environmental, and historical contexts
- Explore Aboriginal perspectives and knowledge, other ways of knowing, and local cultural knowledge to gain understanding through graphic arts
- Explore the practice habits of professional graphic artists and other people in related careers
- Apply problem-solving skills for innovation
- Demonstrate increasingly sophisticated application of the elements and principles of design, image development strategies, processes, and technologies

For more detailed information visit:

https://curriculum.gov.bc.ca/sites/curriculum.gov.bc.ca/files/pdf/10-12/arts-education/en_ae_11_graphic-arts.pdf

Core Competencies:

The following core competencies will be incorporated into the delivery of this course:

- Communication
- Creative thinking
- Critical thinking
- Positive personal and cultural identity
- Personal awareness and responsibility
- Social responsibility

For more detailed information visit: <https://curriculum.gov.bc.ca/competencies>

Basic Schedule:

- a) Presentation skills
- b) History of graphic design
- c) Project management
- d) Design process – How to develop ideas, research, plan, organize and manage a project
- e) Elements and principles of design
- f) Choose Design Stream:
 - a. Commercial Design
 - b. Digital Art
- g) Final projects

Assessment:

Assessment of student performance will include the following:

- Formative
 - Self-assessment
 - Planning and Organizing
 - Reflections and Learning Journals
- Summative
 - Portfolio
 - Self-assessment

Evaluation:

Learning Activity	Percentage of final Mark
<i>Ongoing formative and summative Project-based assessments</i>	80%
<i>Portfolio</i>	20%
Total	100%