

Burlington County Institute of Technology

_____X_____ Medford Campus _____

Westampton Campus

CAREER MAJOR PROGRAMS

Course Title: Advertising Art & Computer Graphics

Curriculum Area: CTE

Credits: 5

Board Approved: August, 2017

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Advertising, Art, and Design Curriculum - COURSE FRAMEWORK

I. Course of Study:

Grade 9

Exploratory (S1 – MP1)

Graphic Design I: *Illustration, Art & Design* (S1 – MP2)

Computer Graphics & Adobe Creative Cloud I (S2)

Grade 10

Principles of Advertising: *Introduction to Animation, Multimedia* (S1)

Computer Graphics & Adobe Creative Cloud II (S1)

Graphic Design II: *Layout, Production & Prepress* (S2)

Grade 11

Graphic Design III: *Icon, Package, & Campaign Design* (S1)

Illustration: *Media & Techniques* (S2)

Computer Graphics & Adobe Creative Cloud III (S2)

Grade 12

Career Pathways & Portfolio Development (S1/S2)

Independent Study I (S1)

Design Studio; Adobe Creative Cloud IV (S1/S2)

Independent Study II (S2)

Curriculum Semester Course Map

Block	Semester 1	Semester II
B1	<p>L2: Principles of Advertising: <i>Introduction to Animation, Multimedia</i></p> <p>Computer Graphics & Adobe Creative Cloud II</p> <p>L3: Graphic Design III: <i>Icon, Package, & Campaign Design</i></p>	<p>L2: Graphic Design II: <i>Layout, Production & Prepress</i></p> <p>L3: Illustration: Media & Techniques Computer Graphics & Adobe Creative Cloud III</p>
B2	<p>L2: Principles of Advertising: <i>Introduction to Animation, Multimedia</i></p> <p>Computer Graphics & Adobe Creative Cloud II</p> <p>L3: Graphic Design III: <i>Icon, Package, & Campaign Design</i></p>	<p>L2: Graphic Design II: <i>Layout, Production & Prepress</i></p> <p>L3: Illustration: Media & Techniques Computer Graphics & Adobe Creative Cloud III</p>
B3	<p>L4: Career Pathways & Portfolio Development; Design Studio; Adobe Creative Cloud IV</p>	<p>L4: Career Pathways & Portfolio Development; Design Studio; Adobe Creative Cloud IV</p>
B4	<p>L1: Exploratory - MP1 Graphic Design I - MP2</p> <p>L4: Independent Study I</p>	<p>L1: Graphic Design I; Computer Graphics & Adobe Creative Cloud I</p> <p>L4: Independent Study II</p>

II. Program Descriptor:

The Advertising, Art & Computer Graphics course is organized to expose students to various creative fields. It will prepare them with the appropriate skills and knowledge to further their creative education or to obtain entry level employment in any of following creative fields: graphic design, advertising, branding, web design, illustration, photography, print production, computer graphics, desktop publishing, multimedia and motion graphics. The course includes classroom theory, contests, and creative projects designed to reflect the real world of advertising. Advanced study focuses on the use of computer graphic design skills and introduces students to software such as Adobe PhotoShop™, Adobe Illustrator™, and InDesign™. Students work toward attaining Adobe Certifications (ACA: Adobe Certified Associate) in the aforementioned software. In their senior year, students take the NOCTI Assessment for Advertising and Design.

The course of study also helps students develop skills geared toward gaining employment in various art related areas, as well as preparing them to work successfully in their chosen job area. The ability to meet job deadlines and to accept criticism are examples of these critical job skills. Students will work on projects and theory that proceed to carry them through a planned program of increased professional skills and knowledge. A large portion of assigned projects are designed to develop a student portfolio of samples that are a standard in obtaining employment in most art related jobs. Students will design and create assignments utilizing both computer software (Adobe Creative Cloud and others) and traditional hands-on methods (marker, paint, etc.).

Instructional methods will vary according to instructor's style, expertise, and current industry trends. Lessons will be facilitated by the teacher and designed to meet the individual needs of the students. Methods of instruction may include demonstrations, audio-visual presentations, lectures, discussion, reviews, computer programs, field trips, guest speakers and other assessments. Student activities will include design projects, contests, school projects, critiques, oral reports, book reports, and written assignments.

Grading is based upon performance, quality of work and participation as per standard rubrics.

An articulation agreement exists with Rowan College at Burlington County (RCBC). Students qualify for BUA-221, Principles of Advertising and GDD-101, Introduction to Computer Graphics. Each worth 3 credits.

Career Opportunities:

Students are equipped to pursue successful careers as graphic designers, graphic artists, illustrators, desktop publishers, web designers, schedulers and customer service representatives. Postsecondary education is necessary for many of these occupations

Program Outcomes:

- Create design concepts that demonstrate essential graphic design and visual communication concepts.
 - Develop introductory animation; design and create multimedia projects.
- Create comprehensive design documents (resumes, flyers, newsletters, brochures) using page layout software.
- Evaluate and proofread design documents for proper grammar, punctuation, and adherence to specifications.
- Use electronic imaging software to acquire (import or scan), edit, retouch, and color correct digital photographs.
- Use electronic imaging software to create and manipulate digital images.
- Prepare files for prepress to ensure proper printing.
- Print projects using various output devices.
- Plan graphic design projects, prioritize workflow, tasks, and manage deadlines.
- Demonstrate effective communication with the project team, clients and all appropriate stakeholders.
- Prepare a cover letter and resume for use in seeking internship or job opportunities in the graphic arts, multimedia production, or publishing industries.
 - Compile and develop an innovative and high-end portfolio of various design projects aimed at college acceptance and employment in creative fields.

Course Descriptions:

A. Graphic Design I: *Illustration, Art & Design*

This course is an introduction to using principles of composition, color, and design. Students will work to identify and define the vocabulary of the elements and principles of design as well as create artwork illustrating their understanding. Elements that will be covered are: Line, Shape, Form, Value, Color, Type, and Texture. Principles covered are: Balance, Unity, Contrast, Emphasis, Alignment, and Rhythm.

Color Theory establishes the basic understanding of composition, color, and the elements of design. Three basic categories of color theory will be explored: the color wheel, color harmony, and the context of how colors are used. Upon gaining a visual awareness and critical observation of color, the student will be better equipped to problem-solve in the visual media marketplace.

The illustration part of the course is designed to introduce the field of illustration and media. The student will develop their use of the elements and principles and work to convey a story or describe a point of view. Students will also engage in creating a variety of illustrations with varied media from layout to finished pieces. Appropriate professional work habits will be stressed.

B. Computer Graphics & Adobe Creative Cloud I, II, III, IV (9th, 10th, 11th, 12th)

This course introduces the student to the basic use of the computer and the management of information, files, documents and accessing programs. It allows the beginner-level student to explore basic computer skills used in the field of digital design and creation. Students will be introduced to Adobe Illustrator software for drawing, illustration, page design, and production. In addition, students will be introduced to Adobe InDesign (page layout program) and Adobe Photoshop (image-editing program). Introduction to 3D modeling and art using computer software will also be a part of the course.

Subsequent courses will develop the student's proficiency with Photoshop, Illustrator, InDesign and various applications and utilities used in the professional studio on a project to project basis. Emphasis is placed on the whole process, from the very basics of organizing work through the integration of different software applications and how they are combined.

C. Principles of Advertising: *Introduction to Animation, Multimedia*

This course serves as an introduction to animation, multimedia and advertising design. It will include advertising principles and procedures, as well as the handling of basic tools and equipment to develop technical skills and artistic confidence. Students will focus on the development of a design concept from thumbnails and roughs to final marker/computer development. An emphasis will be put on typography and client presentation.

Students will also be introduced to creative problem-solving skills, refining those skills through analyzing design problems, developing distinctive concept statements and then creating and refining designs that demonstrate that concept.

Students will be introduced to the production and publishing of digital media and to the digital world of multimedia. Students will create slideshows, presentations, and web design, graphics and animations.

D. Graphic Design II: *Layout, Production & Prepress*

Layout, Production & Prepress introduces students to developing graphic images, concepts and typography for advertising, promotion, packaging, corporate identity and publication design. Students learn to translate layouts on the computer for client presentations and how to create designs that pertain to current technology and printing practices. Students will be challenged to be more creative and conceptual in their search for design solutions through assignments and projects providing a greater realistic feel for the industry. In addition, they will be presented with various elements of prepress production such as the offset process, choosing paper stock, spot vs. process color printing, and special printing processes such as die lines, spot finished, and embossing. Students will also understand the importance of controlling design that conforms to necessary guidelines and restrictions of reproduction, as well as, create complete advertising campaigns of related pieces promoting a product or service representing the challenges one will encounter in industry. The course stresses the importance of clear communication with clients and print vendors and introduces tricks and tips to make working in various programs more efficient.

E. Graphic Design III: *Icon, Package, & Campaign Design*

This course builds on Graphic Design I and II. It serves as an introduction to icon, package, and campaign design. It focuses on design phases from concept to final comprehensives. Students learn how a design moves from design approval to mechanical art creation

through hands-on exploration of the brand design development from design strategy, typographic identity to concept development. Students will design and create logos and implement them into package designs for an ad campaign.

F. Illustration: *Media & Techniques*

This course introduces the student to various media, such as: ink, acrylics, watercolor, marker, pastels, colored pencils, and mixed media. Emphasis is placed on the care and use of tools used in the different mediums, color mixing, and rendering.

Assignments are treated as real jobs and require the student to cover the entire process from thumbnail sketches to final illustration. Critiques, involving the instructor (acting as the art director) and the class (acting as the audience) will focus on successful communication, creativity, interpretation of the project, craft and presentation skills.

This course will build on the principles learned in previous coursework and will include both observational and figure construction. Through hands-on projects, students will learn various techniques and mediums employed in the advertising and illustration fields.

G. Career Pathways & Portfolio Development

A course designed to assist students in developing a distinctive and creative portfolio for professional career and/or post-secondary education choices. In addition, the course will help students develop and enhance communication skills, both oral and written to assure successful dealings in the field of commercial art.

Developing a solid portfolio is key to obtaining a job in the Advertising field. Students will work to create a competitive portfolio for Graphic Design and/or Illustration. They will create, develop, and prepare projects for their portfolio which is geared to their specific career/post-education objectives.

The business side of commercial art will help students understand business practices of working in the industry. Topics include appropriate forms of writing, building a cover letter and resume, the interview process and how to research individual job markets. Pricing, copyright and legal information as they pertain to creative industries are also part of the course.

H. Independent Study I, II (12th)

This course builds upon previous coursework. Students will continue to create, develop, and prepare projects based on their future direction with instructor guidance. The main focus is a competitive graphic design and/or illustration portfolio for acceptance into post secondary institutions or entry into the creative industry workforce.

I. Design Studio

Students will design and create live jobs for school and community based on current needs. These include promotional posters and materials for events such as graduation, People's Choice, community events, Back to School Night, Discovery Night and more. Students will work with appropriate stakeholders and accept criticism, make corrections and alterations, and work similarly to real-world live job scenarios. Students will be able to further develop their portfolios with this work.

A. Graphic Design I: *Illustration, Art & Design*

Proficiencies/ Standards	Essential Questions	Content:	Skills:	Assessments:
Visual Arts Standards 1.1.12.D.1 1.2.12.A.1 1.3.12.D.1 1.3.12.D.2 1.4.12.A.2 Career Standards 9.1.12.A.1 9.1.12.B.2 9.4.12.C.7 CRP 1-12	<p>What is the meaning behind composition, form, and three-dimensional space?</p> <p>How do we apply the elements and principles to our drawing?</p> <p>As an artist, how do we see and interpret the world around us?</p>	<ol style="list-style-type: none"> 1. Industry-standard design software programs 2. The design process 3. Gestalt Principles of Psychology and how they pertain to design 4. The principles of perception and balance 5. Fundamentals of color and typography 6. Graphic Design and related careers 7. Production techniques and processes 	<ol style="list-style-type: none"> 1. Develop preliminary thumbnails and sketches 2. Discover Elements and Principles of Design 3. Create final artwork using black and white media 4. Create illustrations implementing the elements and principles of design 5. Interpret people, places and things using illustration and design 	<ol style="list-style-type: none"> 1. Participation 2. Illustrations & Designs 3. Graphic Design Projects 4. Evaluations/Critiques 5. Tests/Quizzes

B. Computer Graphics & Adobe Creative Cloud I, II, III, IV (9th, 10th, 11th, 12th)

Proficiencies/ Standards	Essential Questions	Content:	Skills:	Assessments:
<p>Technology Standards 8.1.12.A.1-2 8.1.12.D.1-2 8.2.12.B.1</p> <p>Career Standards 9.1.12.C.5 9.1.12.D.1 9.1.12.E.1 9.1.12.F.2 9.4.12.C.1-3 9.4.12.C.5 9.4.12.C.19-28 CRP 1-12</p>	<ol style="list-style-type: none"> 1. What computer skills are required to be successful in the world of graphic design? 2. What is Adobe Illustrator and how is it used for visual arts? 3. What is Adobe InDesign and Photoshop and how are they used for visual arts? 4. How do you refine scanned images to be used for a final project? 5. What program or combination of programs is best utilized for a particular task? 	<ol style="list-style-type: none"> 1. Adobe Creative Cloud: Interface tools, palettes and menus along with techniques used to create designs. 2. Design standards and formats used for composition 3. Mounting artwork and design for presentation 4. Elements & Principles of Design 5. Creating art and design with industry parameters 	<ol style="list-style-type: none"> 1. Read text 2. Discuss 3. Discover tools and tips to develop computer skills 4. Discover Adobe Illustrator, InDesign, and Photoshop and their basic tools 5. Prepare sketches for scanning 6. Complete computer projects 7. Refine artwork on computer 8. Focus on furthering skills 	<ol style="list-style-type: none"> 1. Participation 2. Computer artwork and designs 3. Computer Projects 4. Tests/Quizzes

C. Principles of Advertising: *Introduction to Animation, Multimedia*

Proficiencies/ Standards	Essential Questions	Content:	Skills:	Assessments:
Visual Arts Standards 1.1.12.D.1 1.2.12.A.2 1.3.12.D.1-2 1.4.12.A.2 Technology Standards 8.1.12.A.2 8.1.12.C.1 8.1.12.D.2 Career Standards 9.1.12.A.1, 3, 4 9.4.12.C.1 CRP 1-12	<ol style="list-style-type: none"> 1. What are the tips and tools necessary to promote a service or product? 2. What are the proper procedures for producing artwork and advertising materials? 3. What is animation and how do we create it? 4. What methods are used to create multimedia? 	<ol style="list-style-type: none"> 1. Advertising industry 2. Consumer Behavior 3. Advertising and Target Marketing 4. Creative Process and how it is done 5. Media 6. The Ad Agency 7. Marketing, public relations and the advertising process 8. Storyboarding 9. Flip Books 10. Animation and multimedia production 	<ol style="list-style-type: none"> 1. Research and discuss 2. Analyze and categorize information 3. Collaborate through group projects 4. Manage jobs 5. Create job specs 	<ol style="list-style-type: none"> 1. Participation 2. Outcome of advertising final 3. Advertising Projects 4. Evaluations/Critiques 5. Tests/Quizzes

D. Graphic Design II: *Layout, Production & Prepress*

Proficiencies/ Standards	Essential Questions	Content:	Skills:	Assessments:

Standards				
<p>Visual Arts Standards 1.2.12.A.1-2 1.3.12.D.1-2 1.4.12.A.2-3</p> <p>Technology Standards 8.2.12.B.1-2 8.2.12.D.1 8.2.12.E.1</p> <p>Career Standards 9.1.12.A.1 9.1.12.B.2 9.1.12.C.5 9.1.12.E.1-3 9.1.12.F.2 9.4.12.C.1-3 CRP 1-12</p>	<ol style="list-style-type: none"> 1. What software programs can be used to create visual communications? 2. What are the graphic design skills necessary to create various visual communications? 3. What are the steps to prepare files for printing? 4. What is the correct color format? 5. What is the correct way to communicate information to clients and vendors? 	<ol style="list-style-type: none"> 1. The graphic design process 2. Creativity and visualization 3. Psychology of color and typography 4. Composition and poster design 	<ol style="list-style-type: none"> 1. Research and discuss 2. Produce various products to illustrate understanding 3. Role-play 4. Prepare estimates and purchase orders 5. Prepare files for output 	<ol style="list-style-type: none"> 1. Participation 2. Illustrations & Designs 3. Intermediate Graphic Design Projects 4. Evaluations/Critiques 5. Tests/Quizzes

E. Graphic Design III: Icon, Package, & Campaign Design

Proficiencies/	Essential Questions	Content:	Skills:	Assessments:
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Standards				
<p>Visual Arts Standards 1.2.12.A.1-2 1.3.12.D.1-2 1.4.12.A.2-3</p> <p>Technology Standards 8.2.12.B.1-2 8.2.12.D.1 8.2.12.E.1</p> <p>Career Standards 9.1.12.A.1 9.1.12.B.2 9.1.12.C.5 9.1.12.E.1-3 9.1.12.F.2 9.4.12.C.1-3 9.4.12.C.4-35 9.4.12.C.49-71 9.4.12.C.(6).4 CRP 1-12</p>	<ol style="list-style-type: none"> 1. What are the practical business practices of working in the visual communication industry? 2. How do you develop a resume, cover letter? 3. What are the correct skills for the interview process? 4. What are the proper procedures for researching job markets? 5. What is a package designer? 6. What are the requirements to good icon, package campaign design? 7. What is the sequential order in the design of icons, packaging, and campaigns? 	<ol style="list-style-type: none"> 1. Advertising and packaging design 2. Corporate communication and publication design 3. Successful Identity Design 	<ol style="list-style-type: none"> 1. Research and discuss 2. Identify design phases 3. Prepare concepts 4. Construct three-dimensional comprehensives 	<ol style="list-style-type: none"> 1. Participation 2. Illustrations & Designs 3. Advanced Graphic Design Projects 4. Evaluations/Critiques 5. Tests/Quizzes

F. Illustration: Media & Techniques

Proficiencies/	Essential Questions	Content:	Skills:	Assessments:
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Standards				
<p>Visual Arts Standards 1.1.12.D.1 1.2.12.A.1 1.3.12.D.1 1.3.12.D.2 1.4.12.A.2</p> <p>Career Standards 9.1.12.A.1 9.1.12.B.2 9.4.12.C.7 .1.12.D.1 9.1.12.F.2 9.4.12.C.11 9.4.12.C19 9.4.12.C.27 CRP 1-12</p>	<ol style="list-style-type: none"> 1. What are the different media that can be used to illustrate? 2. What is the proper care and use of the tools for different painting mediums? 3. Who are well-known artists of various media? 4. What does an illustrator do? 5. What types of medium can be used to create an illustration? 6. How can the elements and principles be used to enhance an illustration? 7. What are the necessary steps to visually convey a story or describe a point of view? 	<ol style="list-style-type: none"> 1. Care and use of tools 2. Utilizing different media to create illustrations 3. Communication, creativity, interpretation of the project, craft and presentation skills 4. The history of illustration, illustrators and their works. 5. Elements and uses of illustration 6. Tools and techniques in Adobe Illustrator and Photoshop to create an illustration 7. Specializations of illustration 	<ol style="list-style-type: none"> 1. Review and discuss artists of the mediums 2. Review and discuss other illustrators and their work 3. Identify care and use of tools 4. Preliminary sketches 5. Engage in painting exercises 6. Collaborate through group projects 7. Critiques and self-critiques 8. Creative problem-solving 	<ol style="list-style-type: none"> 1. Participation 2. Illustrations 3. Projects 4. Evaluations/Critiques 5. Tests/Quizzes

G. Career Pathways & Portfolio Development

Proficiencies/	Essential Questions	Content:	Skills:	Assessments:
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Standards				
Visual Arts Standards 1.4.12.A.3 Career Standards 9.1.12.D.3 9.4.12.C.4-11 9.4.12.C.12-16 9.4.12.C.22 9.4.12.C.4-35 9.4.12.C.49-71 9.4.12.C.(6).4 CRP 1-12	<ol style="list-style-type: none"> 1. What skills are necessary to successfully communicate in the field of commercial art? 2. What are the practical business practices of working in the visual communication industry? 3. How do you develop a resume, cover letter? 4. What are the correct skills for the interview process? 5. What are the proper procedures for researching job markets? 6. What type of artwork is necessary to have in a competitive portfolio? 7. How do I choose the best pieces to showcase what I do and who I am as an artist? 	<ol style="list-style-type: none"> 1. Prepare a career/college portfolio 2. Elements of a portfolio 3. Elements and process of a re-design 4. Mounting and presentation 5. Develop and enhance communication skills, both oral and written 6. Prepare a cover letter and resume 7. Prepare a Corporate Identity Package (business card, letterhead, envelope) 8. Investigate job opportunities in chosen career 9. Presentation and Interviewing 	<ol style="list-style-type: none"> 1. Research techniques 2. Prepare oral exercises 3. Demonstrate oral communications skills 4. Self-critiques and peer critiques 5. Role-play 6. Prepare cover letter and resume 7. Discover appropriate pricing and legalities in the commercial art field 8. Summarize the different job markets 9. Compile a list of job markets 	<ol style="list-style-type: none"> 1. Participation 2. Portfolio pieces 3. Projects 4. Evaluations/Critiques 5. Tests/Quizzes

H. Independent Study I, II

Proficiencies/ Standards	Essential Questions	Content:	Skills:	Assessments:

<p>Visual Arts Standards 1.3.12.D.1-5</p> <p>Technology Standards 8.1.12.A.4</p> <p>Career Standards 9.3.12.C.1 9.4.12.C.62</p>	<ol style="list-style-type: none"> 1. What type of artwork is necessary to have in a competitive portfolio? 2. How do I choose the best pieces to showcase what I do and who I am as an artist? 3. What do I create for my portfolio in order to be competitive in related industries? 	<ol style="list-style-type: none"> 1. Develop a career/college portfolio 2. Create additional pieces for portfolio 3. Further investigation of career options 4. School and community live jobs 	<ol style="list-style-type: none"> 1. Research and discuss 2. Prioritize work 3. Evaluate and select 4. Create additional art pieces 5. Modify past artwork 	<ol style="list-style-type: none"> 1. Participation 2. Portfolio pieces 3. Projects 4. Evaluations/Critiques 5. Tests/Quizzes
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I. Design Studio

Proficiencies/ Standards	Essential Questions	Content:	Skills:	Assessments:
Visual Arts Standards 1.3.12.D.1-5 Technology Standards 8.1.12.A.4 Career Standards 9.3.12.C.1 9.4.12.C.62 CRP 1-12	1. How do I apply learned skills to the real-world of advertising?	1. Applying graphic design and illustration training to real world experiences	1. Research and discuss 2. Prioritize work 3. Demonstrate professionalism in the workplace 4. Create various advertising materials for real world clients 5. Work with stakeholders and job specifications	1. Participation 2. Portfolio pieces 3. Projects 4. Evaluations/Critiques 5. Tests/Quizzes

Exploring the Elements of Design	1st	Thomson Delmar/Evans & Thomas	2004	1-4018-3286-5
Exploring Visual Design	3rd	Davis Publications/Gatto, Porter & Seller	2000	87192-379-3
Communicating Through Graphic Design	1st	Davis Publications/Gatta & Golding	2010	978-0-87192-988-4
InDesign, Illustrator & PhotoShop CS6: Graphic Design Portfolio	CS6	Against the Clock	2012	978-1-936201-19-8
PhotoShop, Flash & Dreamweaver CS6: Web Design Portflio	CS6	Against the Clock	2012	978-1-936201-39-6

