GRAPHICS I
Introduction to Graphics & Design
GRAPHIC DESIGN PATHWAY

Name _____ **Class Period** _____

Please keep in the front of your notebook at all times.

Introduction to Graphics and Design | Course Number: 48.56100

This course is designed as the foundational course for the Graphic Design pathway. This course provides students with an introductory overview to the processes involved in the technologies of printing, publishing, packaging, electronic imaging, and their allied industries. In addition, Introduction to Graphics and Design offers a range of cognitive skills, aesthetics, and crafts that include typography, visual arts, and page layout. (Georgia Department of Education, 2012)

For a copy of the GADOE standards, please visit: https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/Introduction-to-Graphics-Design.pdf

GOALS AND OBJECTIVES
The primary objective of this course is to provide students with an introduction to the principles of graphic communication and design and their relevance in the 21st century global economy.
Topics covered will include:
- Graphic Communication Industry
- Graphic Design and Communication Careers
- Employability Skills and Work Ethics
- Professional Development
- Workplace Safety
- Math & Measurement
- Design & Layout
- Typography
- Color Theory
- Graphic Output Processes
- Adobe Creative Cloud Software (Illustrator Focused, Photoshop Basics)

PREREQUISITES FOR FULL SUCCESS
Advisor or Instructor Approval, Keyboarding Skills, Computer Application Skills, Good Work Ethics, Good Attitude, and a Desire to Learn

PATHWAY INFORMATION
Introduction to Graphics and Design is the first of three courses to complete the Graphic Design Pathway. The next two courses in the pathway are Graphics II - Graphic Design and Production and Graphics III - Advanced Graphic Design.

Mrs. Emily Wiegert, Instructor | emily.wiegert@hcbe.net | VHS Office: 478.218.7537

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EVALUATION AND GRADING

- **Daily Grades (15%):** Consists of competency building assignments including:
- Daily Sketches, Notetaking and Notebook Checks, Skill-Building Exercises, Quizzes, etc.
- **Minor Grades (20%):** Consists Primarily of Professional Development Education and Practice (Introduction to Graphics and Design - Standard 21), and to a smaller degree - Project Process Completion and Peer-to-Peer, Peer-to-Small Group/Team, and Peer-to-Large Group Work Critiques.

In order to satisfy the Professional Development Education and Practice (Standard 21) part of this Section - Students in Graphic Design have the choice of the following:

OPTION 1 - **Complete FOUR Comprehensive, Individual Professional Development Projects** within the year (2 per semester) based the following topics: Leadership Development, Professional Development, Core Employability Skills, Graphic Design Skill Development, Community Service, Resume Building and Interview Skills, Industry Networking Skill Development

-OR-

OPTION 2 - **Join SkillsUSA** - **Attend** a minimum of EIGHT meetings a year **and Compete** in at least ONE School Level (or higher - Regional or State) SkillsUSA Competition.

How is this even an option? SkillsUSA is the CTSO (Career Technology Student Organization) for students in Graphic Design and more. *All CTSO's are an integrated part of the state curriculum as stated in the Georgia DOE Course Standards (see the URL on page 1).*

1. Dues cover local, state, and national memberships and are $25.
2. Checks should be made payable to: VHS SkillsUSA
3. For more information, visit skillsusageorgia.org and skillsusa.org

The V's SkillsUSA Chapter Info
Over 17 Regional and State Awards since 2010 in Individual, Small Group, and Club-Wide Events
Student leadership development
Community service opportunities
Graduation cord can be earned through continued participation
CTSO participation is REQUIRED for induction into the V's NTHS - National Technical Honor Society
Scholarship opportunities are available through SkillsUSA, NTHS, competitions, PGSF, and more
Industry partnerships with community and industry networking opportunities with potential job placement
Be looking on Mrs. Wiegert's school webpage for an updated SkillsUSA Brag Sheet!

- **Major Grades (45%):** Unit Tests, Projects, Final Assessments, Presentations, Employability Skills/Work Ethics/Professionalism, and Final Portfolios
  - Rubrics, evaluations, and critiques will be used to assess student abilities to apply knowledge, to perform technical procedures, to apply critical thinking processes and design principles, to demonstrate an understanding of technology, and to illustrate skill level and personal development.
  - At the end of each grading period, students will be assessed based on daily observation of student's mastery of the Introduction to Graphic Communication's Standard #1 – "Employability Skills."
- **Final Exam (20%):** Comprehensive evaluation of skills and knowledge acquired throughout the year – as mandated by the HCBOE.

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BE REMARKABLE!

Integrity ● Lifelong Learner ● Impactful

TEXTBOOKS

This course provides the use of an online textbook, Graphic Communications, 5th Edition. This is a valuable resource for most in-class assignments, homework/make-up work, etc. To access the on-line textbook, log onto the following website: gwonlinetextbooks.com
username: vhs01 ● password: gc10
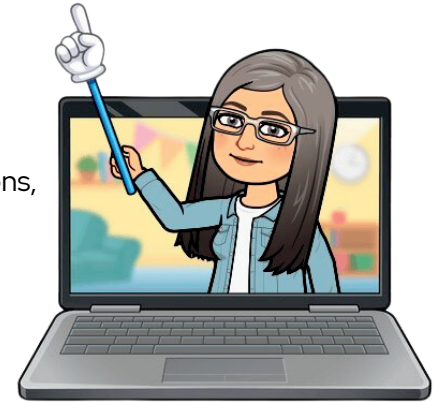
MATERIALS/SUPPLIES

- All **basic classroom supplies (pens, pencils, rulers, notebooks, etc.) are provided** to you for in-class assignments and will remain in class.
- **$20 Lab Fee for the Year** - Covers supplies for take-home production projects (T-shirts, Cups/Mugs, Coasters, etc. as based on curriculum).
- Please make checks payable to: **VHS Graphics** - For Line: **Student Name & Period**
- **4 GB or Higher Jump/Thumb/Flash Drive or SD Card** (STRONGLY ENCOURAGED if you plan to participate in SkillsUSA OR are considering pursuing a career or post-secondary education in Graphic Communications, Graphic Production, or Graphic Design)
- **Students will need access to the internet at home** (phone access is fine) to review for tests/quizzes.
- Students may need pens, pencils, paper, colored pencils at home to complete assignments not finished in class. There is no need to bring these supplies to school for Graphics class.

WARHAWK GRAPHICS - CTAE LAB BASED ENTERPRISE

Throughout the course, students will participate in the production of products and/or services for Warhawk Graphics. Warhawk Graphics is The V's lab-based, hands-on, graphic design and production enterprise. Warhawk Graphics allows students to build relevant, real-world customer service, design, and production skills in a supervised environment while serving actual customers from inside The V and within the community. To see a brochure of what we offer, please visit
https://forms.gle/AtjmQZERduFbwiKcA

GOOGLE CLASSROOM CLASS CODES

1st Period - j4ydr43   **3rd Period - fqwu4j3**   **5th Period - chteb2w**

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ABOUT MRS. WIEGERT

Emily Wiegert has been teaching for over 19 years. She holds a BS in Marketing and PR from Berry College in Rome, Georgia and has an MBA in Marketing from National University in California. Mrs. Wiegert has had the opportunity to help local businesses with their marketing and branding since 2000 and has worked in graphic design since she graduated college in 1997.
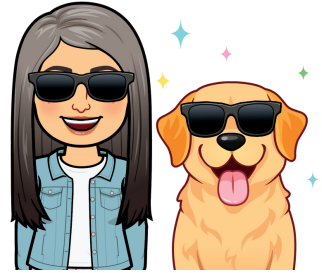
Mrs. Wiegert has been married to Coach (Dave) Wiegert – Northside Middle School Social Studies Teacher and Northside High School Golf Coach – for 20 years. They have two daughters – Lucy (19) – a rising Sophomore at Young Harris College and Abby (17) – a Senior at Bleckley County High School. Even though Mrs. Wiegert prefers large dogs, the she compromised with Coach Wiegert and her daughters and they now have 4 cats – Leia (11), Pickle (3), Eddy (2), and Frank (1).

WHAT'S HAPPENING IN GRAPHICS AND WHAT'S DUE WHEN TO MRS. WIEGERT?

1. **Friday, August 18, 2023** - Graphics I - Introduction to Graphics and Design - All Paperwork DUE
   - Graphic Communications & Graphic Design Employability Skills Expectations for 2023–24 Form
   - Safety & Syllabus Agreement (on one page) Form
2. **Wednesday, August 23, 2023 at 3:15 PM until 4:30 PM** - First SkillsUSA Meeting to learn more about this exceptional organization. You DO NOT have to be a member to attend this first meeting!
3. **Thursday, September 14, 2023 - Graphic Communications Pathway/SkillsUSA Parent and Student Pizza Meet & Greet/Open House** to learn more about Graphic Communications and Graphic Design, SkillsUSA, and Mrs. Wiegert. Meet the SkillsUSA officers. This is a great time to get your questions answered and address any concerns. Please plan to attend!
4. **Friday, September 15, 2023 - SkillsUSA Application & Dues** - $25- Cash or Check Made Payable to VHS SkillsUSA DUE
   - Professional Development Grade Choice Form Signed
5. **Friday, September 29, 2023 - Lab Fees** - $20 – Cash or Check Made Payable to VHS Graphics
6. **By October – For assignment/project back-up - STAYS WITH STUDENT – 4 GB+ Jump/Thumb/Flash Drive or Standard SD Card**

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PROCEDURES & RULES TO DO

Unless otherwise noted, failure to follow class procedures may result in points deducted from your "Employability Skills" work ethic evaluation (Standard 1) and/or teacher detention. After 2 (two) teacher detentions, discipline will follow according to VHS/HCBE Guidelines. Detention time and location will be the following school day – immediately after school – in Mrs. Wiegert's Room (1505) unless other arrangements are made
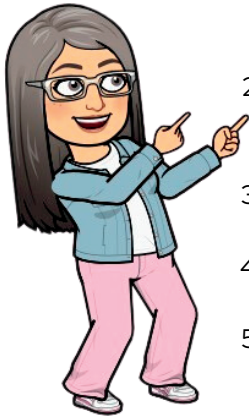
1. **DO** be on time, sign-in for attendance, AND be in your seat following the instructions on the front board BEFORE the tardy bell rings.
2. **DO** leave ALL non-class related materials (backpacks, textbooks, notebooks, lunch bags, water bottles, purses, waist/belt bags, sling bags – ie: Kavu, etc.) on the floor by the sink immediately to the right as you enter. Only YOU should be at your assigned computer.
3. **DO** understand that there is absolutely NO FOOD OR DRINK – including gum, candy, etc. – in the Graphics Computer Lab, Graphics Production Lab, or Graphics Finishing Areas.
4. **DO** pass safety check-offs and/or tests when required with 100% accuracy so that you may participate in all lab activities while demonstrating proper safety practices.
5. **DO** find out about missed assignments and coordinate with Mrs. Wiegert to schedule make-up work within the time outlined in the student handbook. Be prepared for due dates that are announced prior to an ordinary absence. When possible ask for assignments in advance when you know you'll be absent.
6. **DO** meet due dates. Students who meet due dates consistently will have a much higher Employability Skills/Work Ethic Evaluation than students who consistently turn in work late.
7. **DO** give100% effort, demonstrate good Employability Skills/Work Ethics, and approach everything with a positive attitude and willingness to learn.
8. **DO** be a team player. Whether working in a team, peer-tutoring, or just getting along with your neighbor; help each other to be successful while adhering to the codes of academic honesty and integrity as outlined in the VHS student handbook and Employability Skills/Work Ethics.
9. **DO** take pride in your work environment. As an industry, you are required to clean up your work area each day including (but not limited to): putting away materials, logging out of computer/accounts, leaving your station better than you found it – pushing in chairs and keyboards, picking up trash, - sweeping, and vacuuming when necessary.
10. **DO** stay in approved "student areas" of the classroom, lab, etc., and get Mrs. Wiegert's permission before going into any off-limits area including: supply closet, dark room, office, teacher's desk areas or using any tools, supplies, equipment, or computers OR going through drawers or cabinets without permission from Mrs. Wiegert.
11. **DO** demonstrate Employability Skills, Work Ethics, and Professionalism at all times. ALL students who are assigned detention will participate in lab maintenance and/or employability skills, work ethics, and professionalism remediation
12. **DO** dress appropriately, following school dress code and Production and Finishing Lab Dress code when needed.

DO follow all school rules and procedures; and when in doubt... **ASK MRS. WIEGERT!**

DO HAVE FUN AND EMBRACE YOUR CREATIVE SIDE!

FINAL THOUGHTS
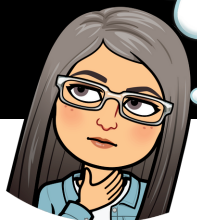
- **FILE MANAGEMENT:** Everyone is required to keep an organized electronic portfolio which is graded regularly. It is not required to have, but STRONGLY recommended that you have at least a 4+GB flash drive. Backing up your work is YOUR responsibility. DO NOT SAVE WORK ON COMPUTER HARD DRIVES. SAVE ON CLOUDS AND/OR FLASH/SD DRIVES ONLY.
- **ONLINE CLASSROOM:** Coursework will be posted online. It will be in Google Classroom until we covert to Canvas. Find your period's Google Classroom Code on page 3 of the syllabus.
- **RESPECT:** Teamwork and mutual respect for each other's property and person are expected as they mirror the normal school and employment expectations. This will be included with your Employability Skills/Work Ethics grade.
- **GRADING:** Expect to see a minimum of one grade a week entered in Infinite Campus. Not all Adobe Creative Cloud (Illustrator, InDesign, Photoshop) design assignments will be graded; however, failure to complete all assignments will result in the inability to complete the projects at the end of each unit.
- **PROCESS VS. PERFECTION:** This course is a PROCESS CLASS. Yes, the final product is important; however, the process is what needs to be learned and practiced to successfully move forward in this pathway. You only get better with practice, and our practice is consistently performing the design process, production process, customer journey process, and the business process.
- **AFTER SCHOOL GRAPHICS LAB:** The computer lab will be open **_most_** Tuesdays, Wednesdays, and Thursdays from 3:15-4:30 PM to work on in-class graphics assignments, SkillsUSA projects, Warhawk Graphics jobs, and other Graphics related projects as assigned. Computer lab time is NOT for working on other homework for other classes. Monday and Friday computer lab access is by appointment only.
- **PATHWAY SUCCESS:** Successful students are mature, creative (you don't have to be an artist to be creative!), and understand the necessity of following instructions. They also understand the benefits of teamwork.
- **PERSONAL PROPERTY:** Please remember that students are responsible for the maintenance and safekeeping of their personal equipment and property. VHS or any of its employees are not responsible for the security of your personal property.
- **RETESTING:** Retesting policy for the Graphic Design Pathway: Students may retake two assessments (not an exam or extended time design project) after completing tutoring/corrections after school. No retesting is allowed for tests or projects/assignments for which a student was found cheating, and a "re-test" cannot replace a zero for a task (test, project, assignment) never initially completed.
- **COMPUTER/INTERNET PRIVILEGES:** Students who fail to adhere to VHS's and the HCBE's computer/instructional technology/internet policy guidelines and have their privileges revoked will have to complete all digital assignments as physical art projects and will be graded with modified assignment rubrics. Please don't lose your privileges!

Let's work together to keep our Classroom and Lab Environment safe and clean.

LET'S HAVE A GREAT YEAR TOGETHER!

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INTRODUCTION TO GRAPHICS AND DESIGN – AAVTC-IGD

Standard 1 – Employment Readiness Skills and Work Ethics

Standard 2 – Explore Careers Available in the Field of Graphic Communications and the Design Industry

Standard 3 – Discuss Developments and Individuals Relating to the History of the Graphics and Design Industry and Explore Emerging Trends and Technologies

Standard 4 – Examine the Professional and Ethical Issues Involved in the Visual Communications and Design Industries

Standard 5 – Examine the Professional and Ethical Issues Involved in the Visual Communications and Design Industries

Standard 6 – Explain and Demonstrate How to Operate Equipment in a Safe Manner

Standard 7 – Identify Safety and Health Procedures Utilized in the Classroom/Lab Environment

Standard 8 – Demonstrate Proper Usage of Measuring Units and Devices

Standard 9 – Recognize and Utilize Basic Paper Types and Sizes for Output

Standard 10 – Generate and Manipulate Various Graphic Imaging Processes

Standard 11 – Analyze Pre-press, Pre-flight, and Output Operations

Standard 12 – Understand and Demonstrate How to Design a Page Layout

Standard 13 – Identify and Define the Five Elements Incorporated in Basic Graphic Designs and Understand the Application of Effective Color Usage

Standard 14 – Identify and Produce Files Utilizing Different Digital Formats

Standard 15 – Identify and Demonstrate Page Layout Terminology and Tools

Standard 16 – Distinguish and Demonstrate the Difference Between Page Layout, Raster-based Photo Manipulation, and Vector-based Graphic Software Applications

Standard 17 – Discuss the Origins of Type by Examining the Evolution of Letterforms

Standard 18 – Evaluate the Function of Typeface Design in Supporting Legibility in a Variety of Media Applications

Standard 19 – Distinguish Between the Different Print/Output Processes

Standard 20 – Explore the Different Electronic Imaging Processes

Standard 21 – Examine How Related Student Organizations (CTSOs) – SkillsUSA – are Integral Parts of Career and Technology Education Courses Through Leadership Development, School and Community Service Projects, and Competitive Events

https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/Introduction-to-Graphics-Design.pdf to learn more about your student's curriculum

GRAPHIC DESIGN EMPLOYABILITY SKILLS EXPECTATIONS FOR 2023-24

The Graphic Design Pathway has a strong focus on building Employability Skills and Work Ethic within each of our students. Local, state, and national industries have identified Employability Skills as the most critical need in the workforce. In response, the Georgia Department of Education has Employability Skills as the very first standard in each CTAE Pathway Curriculum (https://bit.ly/CoreEmployabilitySkills). The standards below represent the key areas from the curriculum which will be assessed in class daily. I look forward to your partnership as we work to make a positive impact on our students and prepare them to have a competitive advantage in whatever endeavor they choose after high school.

STANDARD 1.1 - Communication
- Attentive during presentations/lectures
- Uses professional language (in person and in digital communication)
- Creates professional communication

STANDARD 1.2 - Innovation/Creative Problem Solving
- Individual participation
- Group/Team participation

STANDARD 1.3 - Critical Thinking/Problem Solving
- Demonstrates quality customer service
- Applies appropriate decision-making skills
- Respects diverse points of view
- Gives and receives constructive criticism
- Applies honest effort to find innovative solutions to problems

STANDARD 1.4 - Model Work Readiness (ethics, character, expectations, etiquette)
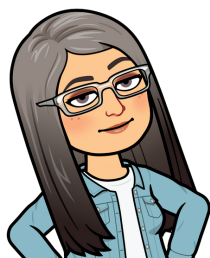- Maintains a good/positive attitude
- Demonstrates integrity
- Shows respect (self, peers, teacher, work environment, etc.)
- Uses phone or other electronic devices appropriately (always put away in class)
- Follows class/lab procedures (cleanup, safety, signing in for attendance, putting away notebooks, logging off computers, etc.)

STANDARD 1.5 - Productivity/Time Management
- On-time to class
- On-task (completing tasks, not talking or sleeping, staying in seat, actively engaged in class activities)
- Actively participates in group projects

STANDARD 1.6 - Professional Image
- Honors school dress code
- Participates in "Dress for Success" days
- Wears appropriate clothing on lab/production days

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SAFETY & SYLLABUS AGREEMENTS

SAFETY PLEDGE : SAFETY IS EVERYONE'S BUSINESS

1. I will work to learn all safety rules/procedures and pass any required safety tests/check-offs with the required 100% accuracy.
2. I pledge myself to follow **ALL** rules and regulations pertaining to the safety of myself and others.
3. I will not participate in horseplay or other roughhousing in the Graphics Classroom, Graphics Production Lab, Graphics Computer Lab, and Graphics Finishing Areas.
4. I will constantly watch for any unsafe acts, practices or conditions that will reduce the safety of myself or others.
5. I will report all unsafe acts, practices, conditions, and **ANY** injury to my instructor **IMMEDIATELY**.
6. I will keep my computer area and my lab workstation in a safe and orderly condition at all times.
7. I will promote and respectfully solicit (ask for) the cooperation of all students in safety and good housekeeping.
8. I will bear in mind at all times that my job will be safe only as long as I make it safe.
9. I will never lose sight of the fact that accidents don't just happen; they are caused.
10. **I will do these things with respect and mutual understanding in all my actions with my fellow students because only in this way can I feel sure that I am doing everything within my power to make the Graphics Classroom and Lab and my school a safer and better place in which to work and learn.**

_____
Student's Name Printed   Student's Signature   Date

SYLLABUS AGREEMENT

My signature verifies that I have read and understand the syllabus, all class requirements, and class rules. It also signifies my permission for my student to participate in the various LAB OPPORTUNITIES available throughout the class. I am fully aware of what is expected and agree to make it my responsibility (or to encourage your student) to make this a successful school year. I also understand that lab opportunities cannot be guaranteed until the $20 lab yearly fee is paid in full.

_____
Student's Name Printed   Student's Signature   Date

_____
Parent/Guardian's Name Printed   Parent/Guardian's Signature   Date

MEMBERSHIP REGISTRATION FORM 2023-2024

Name:_____ Date of Birth:_____

Student School ID/Lunch #:_____ Date Form Completed:_____

Grade: 9 10 11 12

Mailing Address: _____ City:_____ ZIP: _____

Physical Address: _____ City: _____ ZIP:_____

Home Phone/Landline - put N/A if you only use cell phones: _____

Student Cell Phone: _____Text OK? Yes___ or No___

Student VHS Email Address: _____

Student Alternate Email Address: _____

Parent/Guardian Name(s): _____

Parent/Guardian Above Cell: _____ Text OK? Yes___ or No___

Parent/Guardian Above Email: _____

Student Schedule:

Teacher & Room #	**Subject**	**Teacher & Room #**	**Subject**
1st _____		5th _____	
2nd _____		6th _____	
3rd _____		7th _____	
4th _____		Lunch Section: _____	

Please list your *Current or Planned Club, Group, and/or Athletic Activities* for 2023-24 - Write on the back.

IMAGE RELEASE PLEASE INITIAL: _____
I allow my child's image and likeness to be used in publications and on social media to promote the VHS SkillsUSA chapter within our school and our school system, on our social media account, in and on SkillsUSA Georgia and SkillsUSA National social media and websites, and in publications (online and in print).

MEETING DAYS/TIMES
SkillsUSA Meeting will run from 3:10pm-4:30pm twice a month. Meeting schedule will be finalized in September. **Please have transportation planned/scheduled for immediately after the meeting.** Students will exit from the front of the building.

Please sign below if you approve your student's participation in Veteran's High School SkillsUSA. You agree to support your student attending at least 8 meetings in the 2023-2024 school year, compete in at least one local, regional, or state competition, and actively participate in growing their leadership and professionalism skills. Please complete the attached Medical Form for program participation.

Parent/Guardian Signature: _____ **Date:** _____