

Computer Graphic Arts 1

Course Syllabus



Supervising Teacher

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Course Description:

Pre-requisite: Computer Applications (passed w/C or better)

This is a one-semester course offered Fall Semester. This course helps prepare students to design and execute layouts and illustrations using appropriate graphic/arts communications principles and tools. The course includes integration of text and graphics following acceptable layout and design principles. Students learn industry-standard software such as Word, Publisher, PhotoShop, and Illustrator—spending approximately one month on each. Emphasis is on preparing documents to print-industry and www publishing standards. This is a capstone course for students interested in graphic arts communications. The course requires students to have access to the following software: MS Word, Publisher, Photoshop and Illustrator or comparable software. At the time of this publication, 30-day free trials of Photoshop and Illustrator may be downloaded from the Adobe website and are sufficient for this class.

Recommended Textbook Options:

- 1) *Introduction to Desktop Publishing with Digital Graphics*, Niemeyer, Glencoe/McGraw Hill

-You do not need the teacher's edition of this textbook. Project grading rubrics are available online at www.glencoe.com.

Required Software:

Students will need access to following software to complete the class:

- 1) Microsoft Word
- 2) Microsoft Publisher—IDEA Computers come with this. A free full-version 60-day download is also available online (there is a link in the Moodle classroom). The trial version is sufficient for this class.
- 3) Adobe Photoshop full version (Photoshop Elements doesn't work for this class). A free 30- day trial for this program is available online and will work for this class.
- 4) Adobe Illustrator. A free 30- day trial for this program is available online and will work for this class.

NOTE: You can download trial versions to a computer one time, so if you have previously downloaded a particular trial, you will not be able to do so again.

Recommended Supplemental Materials:

- www.glencoe.com includes excellent supplemental resources available for this text.
- www.adobe.com also has good supplemental educational materials.
- supplemental materials to cover photography portion of the course are available in Moodle.

Course Assessment:

The student will complete four monthly anchor assignments to be submitted and graded by the supervising teacher to comprise a total of 40% of their overall grade. More specific guidelines and grading rubrics will be provided for each anchor assignment after students are registered for the course. These anchor assignments include:

- 1) Desktop Publishing project utilizing a word processor
- 2) Desktop Publishing project utilizing MS Publisher
- 3) Original graphic design utilizing Adobe Photoshop or Adobe Illustrator
- 4) Real-life Simulation portfolio

Course Evaluation:

60% of the grade for this course will be based on daily work/assignments and be determined by the parent educator along with the contact teacher.

The remaining 40% will be determined from the anchor assignments which are graded by the supervising teacher.

The supervising teacher will provide the parent educator with tools helpful for determining the 60% home portion of the grade if desired.

Pacing Guide

1 st month (4-5 weeks)	Cover desktop publishing and graphic design concepts and terminology. Cover basic layout and design concepts. Cover desktop publishing features of MS Word (or other powerful word processor) such as graphics, editing graphics, watermark, font families and attributes, tables, symbols, drawing objects, drawing toolbar, artistic fonts. Create documents such as flyers, brochures, newsletters, certificates and business cards. Learn concepts and applications for MS Publisher. Create documents such as business card, special flyers, coupons/business ads, bi-fold brochures, web pages, documents w/columns, tri-fold brochures.
2 nd month (4-5 weeks)	Cover photography standards. Learn concepts and applications for Adobe Photoshop. Create original artwork using industry-standard graphic art tools such as layers, masks, retouch, blends, filters, etc. Learn to edit digital photographs. Create documents such as logos, magazine covers, photographs, etc. Learn to integrate Photoshop with other programs.
3 rd month (4-5 weeks)	Learn concepts and applications for Adobe Illustrator.
4 th month (4-5 weeks)	Simulate real-life activities in the computer graphic arts industry using the software applications used in this class.

In order to fulfill this pacing requirement, the recommended curriculum has been broken down by chapter. Covering the chapters in the order listed will insure that all topics on the final exam will be covered during the appropriate semester.

Intro to Desktop Publishing w/Digital Graphics

Month 1	Units 1 & 2 –Word and Publisher (one chapter per week)
Month 2	Unit 3--Photoshop and Cover Photography standards using supplemental materials and web sites. Students spend time taking pictures, downloading them to the computer, editing them using Photoshop. Students continue to practice their photography skills and analyzing the pictures they take.
Month 3	Unit 4--Illustrator
Month 4	Unit 5—Real-life simulations

I-DEA Student Honor Code:

With any form of valid proof of dishonesty with regard to student work or testing, the instructor may elect from a range of actions. Academic dishonesty could lead to a zero grade for the assignment or even failure for the entire course following consultation between the instructor, Secondary Supervisor, and Director.

All students must adhere to the **Honor Code:**

“On my honor, I will maintain the highest possible standards of honesty, integrity and personal responsibility. This means I will not lie, cheat or steal, and as a member of this academic community, I am committed to creating an environment of respect and mutual trust.”

Computer Graphic Arts Standards

Standard 1—Demonstrate Knowledge & Ability in Print Layout and Design

Objectives:

- 1.01 Identify documents appropriately formatted for print publication.
- 1.02 Identify pages appropriately formatted for online publication.
- 1.03 Identify documents appropriately formatted for electronic publication.
- 1.04 Design and create a one-page document for print, electronic, and online publication which includes text and graphics.
- 1.05 Design and create a multi-page document for print, electronic, and online publication which includes text and graphics.
- 1.06 Design and create a bi-fold brochure for print publication.
- 1.07 Design and create a tri-fold brochure for print publication.
- 1.08 Design and create letterhead and business cards for print publication
- 1.09 Design and create a magazine or book page for print publication.
- 1.10 Design and create business advertisements for print, electronic, and online publication.

- 1.11 Students understand image generation processes and procedures required to reproduce single-color and multicolor printing
- 1.12 Know the functions and importance of binding and finishing operations in the production of printed products.

Standard 2—Demonstrate Knowledge and Ability in Advertising

Objectives:

- 2.01 Explain methods of advertising used in the computer-aided graphics industry.
- 2.02 Design and create various size advertisements for print publication.
- 2.03 Design and create various size advertisements for online publication.
- 2.04 Explain and demonstrate knowledge of the skills necessary in advertising as it relates to the computer-aided graphics industry.

Standard 3—Demonstrate Knowledge and Ability in Photography

Objectives:

- 3.01 Identify techniques for taking good pictures.
- 3.02 Explain the differences between digital and print photography.
- 3.03 Identify and understand typical tools used in print photography such as lenses, tripods, etc.
- 3.04 Identify and understand typical tools used in digital photography such as storage devices.
- 3.05 Demonstrate understanding of purchasing 35mm and digital cameras.
- 3.06 Identify parts of 35mm and digital cameras.
- 3.07 Identify qualities necessary in 35mm and digital cameras for print and electronic publication of pictures.
- 3.08 Demonstrate ability to take quality pictures of different styles including portraits, still-life, posed, sports/action, and landscape.
- 3.09 Understand printing options and differences for digital pictures.

Standard 4—Demonstrate Knowledge and Ability Utilizing Computer Peripherals

Objectives:

- 4.01 Utilize all aspects of a digital camera necessary to obtain photographs for print, electronic and online publication.
- 4.02 Utilize all aspects of a 35mm camera necessary to obtain photographs for print, electronic and online publication.
- 4.03 Utilize all aspects of a scanner necessary to obtain photographs or other documents for print, electronic and online publication.
- 4.04 Troubleshoot problems with peripherals in relation to the computer system.

Standard 5—Demonstrate Knowledge and Ability of Industry-Standard Software

Objectives:

- 5.01 Explain the types of application software utilized in the Computer-Aided Graphics field and their uses.
- 5.02 Identify specific industry-standard software, their uses, and costs.
- 5.03 Describe emerging application software.
- 5.04 Utilize industry-standard software for editing photographic images appropriate and adequate for use in publication online and in print media.
- 5.05 Identify uses of the world wide web in the CAG industry.
- 5.06 Adequately utilize the world wide web for publications.
- 5.07 Utilize industry-standard software for preparation of properly formatted print documents.
- 5.08 Integrate industry-standard applications to create publications for online or print use.

Standard 6—Demonstrate Knowledge and Ability for Working in the Computer Graphic Arts Industry

Objectives:

- 6.01 Demonstrate ability to work as a team to complete a project.
- 6.02 Be on time.
- 6.03 Complete work in a timely manner.
- 6.04 Demonstrate ability to work with customers to create desired product outcome.
- 6.05 Complete work in a timely manner.
- 6.06 Dedicate adequate time to a project.
- 6.07 Produce customer-satisfying products.
- 6.08 Utilize computer and other tools properly for the job.