Catholic District School Board of Eastern Ontario
St. Thomas Aquinas Catholic High School

Course Name:	Visual Design, Grade 10
Course Code:	AWD 2O
Prerequisites:	none
Hours of Instruction:	110 hours
Secondary School Policy:	*The Ontario Curriculum Grades 9 and 10, The Arts, 2010.*
Credit Value:	1 Credit
Text:	Gatta, Kevin & Claire Mowbray Golding. *Communicating Through Graphic Design.* Davis Art Publications: Worcester, MA, 2010.
Course Teacher:	Mr. L. LeTendre
Course Enhancement Fee:	none
Required Materials:	• sketchbook
	• ruler, eraser, pen, pencils, markers, etc.
	• digital camera (optional)
	• memory stick/jump drive/portable hard drive (min. 2gig)

Course Description

This course offers an overview of visual arts as a foundation to explore and further develop their artistic and creative skills in the area of media and graphic design. Graphic Design is all around us! Words and pictures—the building blocks of graphic design—are the elements that carry the majority of the content in both the digital world and the printed world. As graphic design becomes more visible and prevalent in our lives, graphic design as a practice becomes more important in our culture. Through visual examples, this course will teach you the fundamental principles of graphic design: imagemaking, typography, composition, working with color and shape... foundational skills that are common in all areas of graphic design practice.

This course will offer you lots of opportunities to grow your skills with exercises and practical projects. By the end of this course you will have learned how to explore and investigate visual representation through a range of image-making techniques; understand basic principles of working with shape, color and pattern; been exposed to the language and skills of typography; and understand and have applied the principles of composition and visual contrast.

The expectations of this course will be met through the study of digital photography, computer layout and design, and writing for print and digital publishing. Use of a sketchbook for documentation and development of the creative process is stressed. Portfolio development is an important part of this course.

Catholic School Graduate Expectations

In this course, students strive to communicate their ideas effectively through the medium of graphic design with emphasis on commitment, creative thinking, and problem solving. This course offers many opportunities for self-expression as students also discuss issues related to the impact of media design on society. A variety of visual artworks are critically analysed from a Gospel perspective as students compare their values to those suggested by the form, content, and context of the artwork studied and created. Topics related to self-identity, society at large, and the environment are raised and students are given opportunities for both analysis and celebration in light of the Catholic faith tradition.

Course Notes

- Students will have access to a wide variety of visual, historical, and technical resources to expand their knowledge of the curriculum.
- Portfolio development is an important student assessment tool for visual arts. Students should document their studio development in both technique and expression using portfolios. The presentation portfolio, which showcases the student's best work should be part of an ongoing process of organization, layout decisions, documentation, and revision throughout all units.
- Students are to keep a sketchbook/resource journal to document and evaluate their creative process and studio development in both technique and expression.

Unit Titles

Unit 1	A World of Images
	Section 1: What is Graphic Design?
Unit 2	Graphic Design Concepts
	Section 1: The Art of Graphic Design
	Section 2: The Design Process
Unit 3	Graphic Design Challenges
	Section 1: Identity Design
	Section 2: Publications Design
	Section 3: Advertising Design
	Section 4: Environmental & Information Design
	Section 5: Digital Design
Unit 4	Course Performance Task

The order and content of the units may be changed at any time at teacher's discretion. Students will be given prior notice of changes within a reasonable time.

Unit Descriptions

Unit 1: A World of Images

This unit begins by laying the foundation for a solid understanding of visual communication in the 21st century. Graphic design is all around us, in a myriad of forms, both on screen and in print, yet it is always made up of images and words to create a communication goal. This unit exposes students to the fundamental understanding of what is required to achieve sophisticated graphic design: process, historical context, and communication through image-making and typography.

Unit 2: Graphic Design Concepts

This unit introduces students to the concept of audience and purpose as it relates to graphic design. Students will examine the application of the elements and principles of design as they are used in commercial design projects. Awareness and application of these elements and principles will help the student to understand and interpret the multiple messages around them. It will also assist students to communicate effectively through their own designs.

Unit 3: Graphic Design Challenges
Communicating visually takes on a life of its own in this unit as students apply covered concepts from the previous units in a series of hands-on projects. These activities will focus on the student's ability to effectively research, develop and design goal-oriented projects that successfully communicates a given message to a targeted audience. Students will learn to use both traditional and new technologies such as the Adobe Creative Suite to create these real-world tasks.

Unit 4: The Website Project (course culminating performance task)
In this culminating unit, visual communication applications are collectively united in this summary project. Students will rely on learnt concepts, theory, and skills learned in previous units to create a structural and visual plan of a designated theme-based website.

Assessment and Evaluation
The assessment plan may include but is not limited to the following:

Theory	Creation	Analysis	Communication
• Performance of specific tasks to consolidate learning (e.g., design) • Effective use of concepts learned in creative production • Upkeep of the sketchbook and a notebook • Oral or written presentation of information learned	• Ongoing record of work development and progress in the Designer's Notebook/Scketchbook • Performance of specific tasks to consolidate learning • Informal critique of work in progress • Teacher observation • Student/teacher conference • Formal evaluation of student artwork • Rubric use or rubric generation in class	• Informal critique of work in progress • Formal group critique of work • Written evaluation of student work by self, peer, or teacher • Written Critique of the work of self or others • Oral group or individual presentation • Formal evaluation of written analysis • Rubric use or rubric generation in class	• Upkeep of the Notebook/Sketchbook • Oral or written presentation of information learned • Ongoing record of work development and progress in the Notebook/Sketchbook • Informal critique of work in progress • Student/teacher conference • Formal group critique of work • Written evaluation of student work by self, peer, or teacher • Written critique of the work of self or others • Oral group or individual presentation

Assignments / Tests
Students will be given advance notice of major tests, however, minor quizzes may be given at any time. Students are expected to keep up to date on work. Students who fail to hand in a summative assignment on a due date will receive a reduction of marks on a daily basis for up to three consecutive days. Upon the fourth day, a mark of zero will be recorded. Formative assignments are ongoing throughout a unit and will be collected for feedback until the end of the unit.

Evaluation of Student Achievement
Each student will be given a variety of opportunities to demonstrate the extent to which she/he has met the expectations of this course. The final grade will be a percentage, which represents the student's overall achievement of curriculum expectations based on his/her most consistent level of achievement.

> 70%   Summative assessments throughout the semester
> 30%   Final assessment including examination

Each student must complete all final assessments in order to receive the credit. One of the goals of any course is the development of work and study skills needed to succeed in the workforce and

life. These skills will be monitored throughout the semester and will be recorded on the report card as follows:

E= Excellent,   G= Good,   S= Satisfactory,   N= Needs Improvement

These apply to the following categories:
Independent Work, Responsibility, Organization, Collaboration, Initiative, Self-Regulation

Student Responsibility
Each student is expected to …

- arrive on time and be prepared with all required materials
- pay attention and stay on task
- complete all assignments
- respect teacher and colleagues
- follow directions
- respect school and classroom policy (e.g., uniforms, behaviour requirements)

Attendance
Regular attendance is an integral part of learning and evaluation. Students are responsible for all of the material studied in this class. In addition, attendance is part of the evaluation process. When assignments are collected or checked on a day when a student is absent, the due date and mark for that work will be at the discretion of the teacher. The student is required to accompany the late assignment with a note from the parent/guardian explaining the absence. If the student is absent for pre-planned group work, his/her mark that day may be zero.

Notebook Policy
It is the student's responsibility to complete all homework and to correct them as we discuss them in class. These will form study notes. Notebooks should contain some kind of organizational structure including titles/headings, dates, and no additional graphics.

The Course Website
A website for this course has been created to assist you in your learning. You can access the website via the St. Thomas Aquinas CHS main webpage at **www.sta-russell.com**, then follow the "*Class Webpages*" link then select the desired course webpage. Links to general arts websites and specific web pages will be posted on the course web site. I strongly encourage your daughter / son to utilize the links posted on the website. The differentiated instructional approaches, interactive exercises and animations, helpful resources can be a powerful aid in clarifying difficult topics.

Plagiarism
Plagiarism is the taking of someone else's ideas and presenting them as your own. The rules against this activity are strict and will be treated severely. Anyone caught plagiarizing will receive a mark of zero on the plagiarized assignment.

Electronic Devices
The use of electronic recording devices during class, other than those sanctioned by the course instructor is strictly prohibited - in particular, video recording devices. School policy dictates that all digital devices are to be left in the student's locker. Therefore, no such devices are permitted in the classroom.

Computer Lab Protocol

Due to the sensitive nature of the technology and equipment that we will be working with, food and beverages with the exception of bottled water are not permitted in the computer lab. Failure to comply with this regulation may incur the loss of privileges.