



CROCUS PLAINS REGIONAL SECONDARY SCHOOL COURSE OUTLINE AND ASSESSMENT GUIDE

Course Name: *GDA30S Graphic Design & Layout*

Teacher's Name: George van der Walt

Contact Information: vanderwalt.george@bsd.ca

Course Description: You will expand the knowledge and skills acquired in previous courses, focusing on the theory and practical application of graphic design and layout technique. You will learn through the creation of dynamic, hands-on projects. These may consist of the design and production of logos, decals, posters, banners, magazines, custom apparel and packaging.

Text/Other Resources: The Graphic Design Exercise Book, Graphic Design School, handouts and online resources

Units of Study

Goal	Learning Outcomes	Assessment Plan	Proposed Time (Based on ~ 75 school days)
Workplace Health, Safety & Sustainability	<ol style="list-style-type: none"> 1. Workplace Health & Safety Practices 2. Ergonomics 3. Long-term health 4. Recycling 5. Business Practices 6. Ethics & Legal Standards 	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Quiz	1 day & ongoing throughout course
Evolution, Technical Progression & Emerging Trends	<ol style="list-style-type: none"> 1. Discuss the History of Graphic Design 2. Discuss re-emerging trends in design, including those related to popular culture. 3. Discuss how technology has influenced graphic design. 	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Final Unit Project	15 days & ongoing throughout course
Graphic Design Theory & Practical Application of Graphic Design Technique	Demonstrate an understanding of and the ability to apply: <ol style="list-style-type: none"> 1. Creativity 2. Elements & Principles of Design 3. Colour 4. Layout & Composition 5. Typography 6. Use of Photography 	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the Graphic Design industry.	40 days

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Graphic Design Process	Identify and apply the steps in the design process: <ol style="list-style-type: none"> 1. Identify the design challenge. 2. Research design solutions. 3. Conceptualize design solutions. 4. Refine design concepts. 5. Create design solutions. 6. Present design solutions. 7. Implement design solutions. 8. Evaluate design solutions. 	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the Graphic Design industry.	5 days & ongoing throughout course
Interpretation & Communication	<ol style="list-style-type: none"> 1. Read, interpret and communicate information. 2. Extrapolate information from text to produce visual communication. 3. Demonstrate understanding of the terminology associated with graphic design. 4. Demonstrate the ability to proofread text. 	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the Graphic Design industry.	5 days & ongoing throughout course
Identify, select, use, and manage tools, equipment, and materials.	<ol style="list-style-type: none"> 1. Use industry-standard software. 2. Identify, select, use, and manage equipment, including industry-standard hardware and devices. 3. Identify, select, use, and manage materials. 4. Identify substrates and their sizes. 	<u>Formative Assessment</u> Discussion & Observation <u>Summative Assessment</u> N/A	Ongoing throughout course
Employability Skills	Demonstrate the fundamental employability skills of: <ol style="list-style-type: none"> 1. Punctuality 2. Effective Communication 3. Accountability 4. Positive Work Ethic 5. Teamwork 6. Time Management 7. Responsible Use of Technology 	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the Graphic Design industry.	5 days & ongoing throughout course

Assessment Guidelines

There are various purposes for assessment:

- Assessment *for* learning (**formative assessment**): where assessment helps teachers gain insight into what students understand in order to plan and guide instruction, and provide helpful feedback to students.
- Assessment *of* learning (**summative assessment**): where assessment informs students, teachers and parents, as well as the broader educational community, of achievement at a certain point in time in order to celebrate success, plan interventions and support continued progress.

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Course Evaluation Structure:

Your final mark will be based 100% on the summative assessment of your term work.

Employability Skills:5%
Projects:70%
Final Project/ Portfolio:25%

All assignments must be complete at the end of the semester to obtain all the objectives and earn the credit.

Learning Behaviours

Assessment and reporting of learning behaviors will be according to the Brandon School Division Learning Behaviors Rubric.