



## CROCUS PLAINS REGIONAL SECONDARY SCHOOL COURSE OUTLINE AND ASSESSMENT GUIDE

**Course Name:** *GDA40S Advanced Graphic Design & Layout*

**Teacher's Name:** George van der Walt

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**Course Description:** You will expand the knowledge and skills acquired in previous courses, and focus on the theory and practical application of graphic design and layout technique. You will learn through the creation of dynamic, hands-on projects that reflect real-world graphic design industry conditions. Projects 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

Goals	Learning Outcomes	Assessment Plan	Proposed Time (Based on ~ 75 school days)
Workplace Health, Safety & Sustainability	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	Demonstrate awareness of the design styles of different eras in graphic design history and their influence on contemporary graphic design.	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the Graphic Design industry.	15 days & ongoing throughout course
Project Management & Business Operation	1. Demonstrate project management skills to solve a client-driven design challenge. 2. Demonstrate awareness of financial considerations related to solving design challenges. 3. Demonstrate understanding of the business operation of a graphics organization. 4. Describe the process of communicating and collaborating with outside services.	<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

Goals	Learning Outcomes	Assessment Plan	Proposed Time (Based on ~ 75 school days)
<b>Graphic Design Theory &amp; Practical Application of Graphic Design Technique</b>	Demonstrate an advanced understanding of and ability to apply: <ol style="list-style-type: none"> <li>1. Creativity</li> <li>2. Elements &amp; Principles of Design</li> <li>3. Colour</li> <li>4. Layout &amp; Composition</li> <li>5. Typography</li> <li>6. Use of Photography</li> <li>7. Print Production</li> </ol>	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the Graphic Design industry.	<b>40 days</b>
<b>Graphic Design Process</b>	Demonstrate an advanced understanding of the design process and the ability to apply it to solve client-driven challenges.	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the Graphic Design industry.	<b>2 days &amp; ongoing throughout course</b>
<b>Interpretation &amp; Communication</b>	<ol style="list-style-type: none"> <li>1. Extrapolate information from text to produce visual communication.</li> <li>2. Demonstrate the ability to communicate with clients in order to solve a design challenge.</li> <li>3. Demonstrate understanding of graphic design terminology.</li> <li>4. Demonstrate the ability to proofread text.</li> </ol>	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the Graphic Design industry.	<b>5 days &amp; ongoing throughout course</b>
<b>Employability Skills</b>	Demonstrate the fundamental employability skills of: <ol style="list-style-type: none"> <li>1. Punctuality</li> <li>2. Effective Communication</li> <li>3. Accountability</li> <li>4. Positive Work Ethic</li> <li>5. Teamwork</li> <li>6. Time Management</li> <li>7. Responsible Use of Technology</li> </ol>	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the Graphic Design industry.	<b>5 days &amp; ongoing throughout course</b>

## **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: .....65%  
Final Project/ Portfolio: .....30%

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.