



CROCUS PLAINS REGIONAL SECONDARY SCHOOL COURSE OUTLINE AND ASSESSMENT GUIDE

Course Name: *GDB40S Advance Illustration for Graphic Design*

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

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	Demonstrate awareness of the history, technological progression and emerging trends in illustration.	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the illustration industry.	3 days & ongoing throughout course
Graphic Design Theory & Practical Application of Graphic Design Technique in Illustration	Demonstrate an advanced understanding of and an advanced ability to apply: <ol style="list-style-type: none"> 1. Creativity 2. Elements & Principles of Design 3. Colour 4. Layout & Composition 5. Print Production 	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the illustration industry.	5 days & ongoing throughout course

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Illustration Process	Demonstrate an advanced understanding of and apply the steps in the illustration process: <ol style="list-style-type: none"> 1. Identify the challenge. 2. Research solutions. 3. Conceptualize solutions. 4. Refine concepts. 5. Create finished illustrations. 6. Presentation. 7. Evaluate the effectiveness of a finished illustration. 	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the illustration industry.	3 days & ongoing throughout course
Drawing & Illustration	<ol style="list-style-type: none"> 1. Create drawings and illustrations to solve a client-driven design challenge. 2. Demonstrate the ability to create drawings and illustrations in raster and vector formats to solve a client-driven design challenge. 3. Demonstrate the use of thumbnails and rough sketches to solve a client-driven design challenge. 4. Demonstrate the ability to draw in perspective. 5. Compare and contrast traditional and digital media. 	<u>Formative Assessment</u> Discussion & Observation Small projects/exercises <u>Summative Assessment</u> Hands-on projects that simulate those in the illustration industry.	55 days
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 illustration industry.	2 days & 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 illustration 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: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.