

Buford High School CURRICULUM CALENDAR

COURSE: Graphic Communications I I

SEMESTER: Spring 2013

TEACHER(S): Jeff Ayers

| WEEK | DAY | CONCEPT | OBJECTIVES | INSTRUCTIONAL STRATEGIES | STANDARDS (CCGPS, GPS, AP) |
|-----------------|-----------------|---|---|--|--|
| March Week 3 | Monday 3/18 | <p>BHS Agenda Cover Design</p> <p>Each year Buford High School issues an agenda book to each student. This contains information valuable to the students during the school year including rules school events and is also used has a hall pass. The agenda design represents a public presentation of the school.</p> | <p>Every Graphic Communications student will have the opportunity to design seven separate designs of the BHS Agenda cover for the 2013-2014 school year. Each class will select through a critique process ten designs to be submitted to the Administration for consideration for next year's Agenda cover.</p> <p>Estimated time is one class period for each design. Students who have submitted 7 designs before the allowed time period will work with online tutorials in Photoshop and Illustrator.</p> | <p>Students will generate their individual designs using both Photoshop and Illustrator design applications. They will apply the use of filters, effects, text and brushes to create unique and visually appealing design cover that will represent a positive image of Buford High School. The project will employ the application of various tools and panels as well as proper file format within the assigned job specifications (colors, file size, graphic elements, etc.)</p> | <p><u>ACCT-IGD-8</u> <u>ACCT-IGD-11</u> <u>ACCT-IGD-12</u> <u>ACCT-IGD-13</u> GPS Academic Standards: <u>MM2P1</u> <u>MM3P2</u> <u>MM2P3</u> <u>MM2P5</u> <u>ELA10LSV1</u> <u>MM4A9</u> IGC: A:13 Introduction to Graphic Communications; A. Orientation IGC: I : 1 to 4 Introduction to Graphic Communication; I. Measurement) DFP:C:1, 3, 4, 7, 10 (Digital File Prep, C. Page Layout)</p> |
| | Tuesday 3/19 | BHS Agenda Cover Design | | | |
| | Wednesday, 3/20 | BHS Agenda Cover Design | | | |
| | Thursday, 3/20 | BHS Agenda Cover Design | | | |
| | Friday, 3/21 | BHS Agenda Cover Design | | | |

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| March Week 4 | Monday 3/25 | City Promotional Cards The Redevelopment Authority of Lancaster County in the California high desert is requesting a series of promotional postcards featuring the improvements made over the last two years. They hope this will help drive tourism to the area. | Students will complete the project objectives by: <ol style="list-style-type: none"> 1. Creating a color-managed file 2. Applying content aware scaling 3. Using the Content-Aware Move tool 4. Applying a tilt-shift blur effect 5. Applying an iris blur effect 6. Placing and formatting text 7. Creating a control area 8. Working with paragraph styles 9. Applying layer effects 10. Creating a 3D postcard and sphere | Strategies and skills employed: <ol style="list-style-type: none"> 1. Creating new files 2. Managing missing and misplaced profiles 3. Working with content-aware tools 4. Adding effects in the blur gallery 5. Creating and managing different types of text layers 6. Using paragraph styles to format text 7. Applying layer styles 8. Working in 3D 9. Creating layer comps | <u>ACCT-IGD-10A</u> <u>ACCT-IGD-11C</u> <u>ACCT-IGD-12C</u> <u>ACCT-IGD-13E</u> GPS Academic Standards: <u>MM2P1</u> <u>MM3P2</u> <u>MM2P3</u> <u>MM2P5</u> <u>ELA10LSV1</u> <u>MM4A9</u> |
| | Tuesday 3/26 | City Promotional Cards | | | |
| | Wednesday, 3/27 | City Promotional Cards | | | |
| | Thursday, 3/28 | City Promotional Cards | | | |
| | Friday, 3/29 | City Promotional Cards | | | |

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| April Week 1 | Monday 4/1 | Advertising Samples As an “in-house designer” for a printing company, the is assigned to morph an existing sample into a number of different photos to promote the new “Advertise Anywhere” services offered by large format printing. | Students will complete the project objectives by: <ol style="list-style-type: none"> 1. Using the Patch tool to replace one area of an image from another 2. Using the Replace Color adjustment to change selected colors 3. Apply adjustment layers to apply color changes to specific areas 4. Using the Free Transform mode to match a layer to the perspective in the background image 5. Wrap a layer in the perspective around a sharp corner with the Vanishing Point filter 6. Unify composite images with the Lighting Effects filter | Strategies and skills employed: <ol style="list-style-type: none"> 1. Patch a photo to remove unwanted elements 2. Replace specific colors to change the appearance of an object 4. Adjust the images’ shadows and highlights to correct bad lighting 5. Transform a layer using on and two point perspective 6. Warp a layer around irregular, on-flat surfaces 7. Apply lighting effects to enhance and join composite images | <u>ACCT-IGD-10B</u> <u>ACCT-IGD-11A</u> <u>ACCT-IGD-13B</u> <u>ACCT-IGD-14G</u> GPS Academic Standards: <u>MM2P1</u> <u>MM3P2</u> <u>MM2P3</u> <u>MM2P5</u> <u>ELA10LSV1</u> <u>MM4A9</u> |
| | Tuesday 4/2 | Advertising Samples | | | |
| | Wednesday, 4/3 | Advertising Samples | | | |
| | Thursday, 4/4 | Advertising Samples | | | |
| | Friday, 4/5 | Advertising Samples | | | |

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| April Week 2 | Monday 4/8-4/12 | Spring Break | | | <u>ACCT-IGD-10B</u> <u>ACCT-IGD-11A</u> |

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| April Week 3 | Monday 4/15 | <p>Photo Gallery Web Page</p> <p>A photographer requires a digital portfolio Web Page. The student will take the first draft and add a number of finishing touches to create a visually appealing and functional photo gallery that provides links to larger versions of a number of client's photographs.</p> | <p>Students will complete the project objectives by:</p> <ol style="list-style-type: none"> 1. Creating and saving an action 2. Batching multiple files 3. Using puppet warping to bend a straight object into a custom shape 4. Creating 3D extrusion from a type layer 5. Create individual animation frames 6. Controlling animation timing, slices from guides, slices from layers 7. Test the final page in a web browser | <p>Strategies and skills employed:</p> <ol style="list-style-type: none"> 1. Using actions and batches to automate repetitive processes and improve productivity 2. Adding depth and visual interest with 3D extrusion and puppet warping 3. Creating and optimizing frame-based animation in a Photoshop file 4. Slicing a page into pieces and defining settings for individual slices 5. Saving images and pages in appropriate format for display on the web | <p><u>ACCT-IGD-17A</u> <u>ACCT-IGD-116B</u> <u>ACCT-IGD-17B</u> <u>ACCT-IGD-18C</u> <u>ACCT-IGD-18A</u></p> <p>GPS Academic Standards: <u>MM2P1</u> <u>MM3P2</u> <u>MM2P3</u> <u>MM2P5</u> <u>ELA10LSV1</u> <u>MM4A9</u></p> |
| | Tuesday 4/16 | Photo Gallery Web Page | | | |
| | Wednesday, 4/17 | Photo Gallery Web Page | | | |
| | Thursday, 4/18 | Photo Gallery Web Page | | | |
| | Friday, 4/19 | Photo Gallery Web Page | | | |