



VISUAL COMMUNICATIONS & GRAPHICS PORTFOLIO

AN R.O.P. ELECTIVE COURSE AT SACRAMENTO CHARTER HIGH SCHOOL

MADE POSSIBLE BY:

SACRAMENTO COUNTY

ROP

REGIONAL OCCUPATIONAL PROGRAMS

Introduction

Visual Communications is not only the study of how we communicate visually, it is also the study of our fixation on images. In this class we will explore how images operate, how they influence our lives and our opinions, how they incite our imagination or aggravate our fears.

With the aid of technology, students have an opportunity to create visual artifacts of their own as well as understand and analyze the visual images created by other artists.

We will study images and symbols that are all around us and that appear in advertisements, art, logos, magazines and books. Students will have an opportunity to explore the major principles of design as they relate to digital graphics and semiotics, the study of symbols and meaning.

This course meets the CSU/UC Visual and Performing Arts requirement (F) and/or the College Preparatory Elective requirement (G). This class is an R.O.P. course.

Requirements



Flash Drive

Students will use this drive on a daily basis to save their work and turn in assignments. It does not have to be larger than 2GB.



Notebook

A one subject notebook for daily lecture. It can be 50 to 100 pages. Students will turn in their notebooks so it is advisable this notebook is exclusively used for this class.



Writing Utensils

- 1 Pencil
- 1 Fountain Pen
- 1 Fine Point Pen – for drawing and sketching
- 1 Marker – It can be any color but it must be thick
- 1 Highlighter



Pack of Index Cards

50 card minimum for weekly activities, notes and assignments.



The Right Attitude

Most important of all, students are expected to have a positive attitude, a constructive disposition, and an open mind. Students must be respectful, polite, nice and cooperative.

Course Objectives

By the Completion of this class students will:

- Be able to define Visual communications and explain its role in the modern world.
- Be able to recognize, define and apply the elements of design used by artists today (Balance, Contrast, Color Harmony, Rule of Thirds, White Space, Order, etc)
- Be able to engage in the basic functions of exploration: defining, describing, elaborating, analyzing, engaging in critical thinking, etc.
- Be able to analyze instances of visual communications (ads, magazine covers, pictures, paintings) by breaking down elements.
- Be able to define the role of visuals in changing people's perceptions (by way of propaganda, social and political statements, advertisement, art)
- Be able to transfer ideas into images by means of sketching, designing or plotting in a computer.
- Be able to use computer programs (Adobe Photoshop and Illustrator, GoLive, InDesign, Final Cut, Motion, etc) to create visual statements.
- Be able to create products, art, advertisements or political statements and justify their choice of elements.



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Class Rules & Expectations

All of the rules specified in the Sacramento High School Handbook apply to this class, including policies relating to dress code, tardies, electronic devices, restroom passes, language and behavior.

Students will have access to professional computer programs and the internet.

Students are therefore expected to come prepared and to behave in a professional manner. This excludes engaging in disrespectful behavior, creating or viewing of inappropriate material, or engaging in plagiarism.

Students are expected to follow the guidelines relating to copyrighted material and credit the use of other artist's work.

Every student is expected to treat the instructor as well as other students with cordiality. During lecture, discussion, or individual project work, students are expected to follow directions, request assistance politely, and participate in a constructive fashion.

The Following is not allowed in the Visual Communications Classroom:

- Food or Drinks
- Electronic devices including phones & iPods
- Foul or disrespectful language
- Derogatory speech
- Inappropriate material
- Bullying of any kind

Projects

This is a project-based learning class meaning that the bulk of the grade is determined by the completion of intricate assignments using a computer and various programs that display various skills.

Over the course of the term, students will be required to complete 30 to 35 projects and a final digital portfolio of their work.

While there is very little homework in Visual Communications class, students are expected to work from bell to bell as all assignments require considerable time and effort.

Grading Rubric



Exemplary work. Way above expectations. Displays a perfect application of the concepts learned and a great command of the software. Attention to detail, extra time and a lot of extra effort. Displays a professional quality.



Work that is above average. Displays extra effort and a good understanding of the concept and good use of the programs. Work that goes beyond the minimum conditions. Shows at least some experimentation.



Satisfactory work. All minimum conditions met. Strong effort that displays the understanding and application of the concepts learned in class.



Work that is incomplete, inappropriate, rushed, plagiarized or sloppy.

Primary Programs



Adobe Photoshop - The industry-standard program for photo and image manipulation. Students will be introduced to its basic features including tools and photo editing techniques.



Adobe Illustrator - A professional vector illustration program. Students will be introduced to basic illustration techniques, typography, logo and identity development and the competent use of measurement units.



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Unit Calendar

Each Term at Sac High consist of roughly 18 weeks. The following a rough estimate of the topics covered in class during each week. Some days get shifted each semester depending on holidays but we are typically able to cover all of this material over the course of the class.

UNIT 1 – Context

Week 1

- Introduction to the class (M)
- Rules and Expectations (T)
- Computer rules and seating assignment (W)
- The Science of Visuals Comm. (Th-F)

Week 2

- The History of Visuals – The ancients (M)
- History of Visuals – The modern Age (T)
- Basic computer procedures (W)
- The Psychology of Visuals: Input Stimuli (Th)
- The Psychology of Visuals: Perception & Reality (F)

UNIT 2 – Visuals in the Real World

Week 3

- The study of Semiology and Meaning I (M)
- The study of Semiology and Meaning II (T)
- Graphic Design Programs Crash Course (W)
- Class Project on Language and Visuals (Th)
- Class Project Presentations (F)

Week 4

- The Age of Advertisement – Commercialism (M)
- Mass Media Diagram (T)
- Illustrator techniques (W)
- The Age of Advertisement – Rhetoric (Th)
- Creating a Visual Argument Project (F)

Week 5

- Defining the Creative Process (M)
- Aesthetics & Substance in Art & Visuals (T)
- Illustrator and shapes (W)
- Defining Style, Intent, Mood, Meaning (Th)
- Who is your favorite Artist? Why? Project (F)

UNIT 3 – Careers

Week 6

- Careers in Visual Communications (M)
- Delivery and Professionalism (T)
- Mid-Level Techniques (W)
- Business Principles. Starting a company (Th)
- Starting your company project (F)

UNIT 4 – Composition

Week 7

- What is a Composition? The Construct (M)
- What is a Composition? Deconstruction (T)
- Higher Level Techniques (W)
- The Elements of Design Write Off (Th)
- The Rules for effective Criticism (F)

UNIT 5 – Elements of Design

Week 8

- Point, Line Plane (M-T)
- Perspective (W-Th)
- Lab – Projects Due (F)

Week 9

- Typography (M-T)
- Scale and Proportions (W-Th)
- Lab – Projects Due (F)

Week 10

- Figure and Ground (M-T)
- Abstraction (W-Th)
- Lab – Projects Due (F)

Week 11

- Background and Layers (M-T)
- Texture (W-Th)
- Lab – Projects Due (F)

Week 12

- Transparency (M-T)
- Framing (W-Th)
- Lab – Projects Due (F)

Week 13

- Color Theory (M-T)
- Color Composition (W-Th)
- Lab – Projects Due (F)

Week 14

- Rhythm and Balance (Symmetry) (M-T)
- Rule of Thirds (W-Th)
- Lab – Projects Due (F)

Week 15

- Repetition & Pattern (M-T)
- Lab- Projects Due (W-Th)
- Lab – Projects Due (F)

Week 16

- Modularity (M-T)
- Compositing (W-Th)
- Lab – Projects Due (F)

Week 17

- Rules and Randomness (M-T)
- Lab – Projects Due (W)
- Final Portfolio Requirements (Th-F)

Week 18

- Final Portfolio – Graphics Portfolio (M-W)
- Final Portfolio Slide Show (Last Day)