



CROCUS PLAINS REGIONAL SECONDARY SCHOOL COURSE OUTLINE AND ASSESSMENT GUIDE

Course Name: *GDA30S Graphic Design & Layout*

Teacher's Name: George van der Walt & Brae Forbes

Contact Information: vanderwalt.george@bsd.ca & forbes.brae@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 Practices2. Ergonomics3. Long-term health4. Recycling5. Business Practices6. 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 Design2. 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. Creativity2. Elements & Principles of Design3. Colour4. Layout & Composition5. Typography6. 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

Goal	Learning Outcomes	Assessment_Plan	Proposed Time (Based on ~ 75 school days)
Graphic Design Process	Identify and apply the steps in the design process: 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	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.	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: 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.

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

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.

Late assignments

- In grade 11 and 12 more accountabilities are going to be expected from students.
- Grade 11-12 Each assignment has a due date. In Grade 12 Marks will be deducted DAILY for late assignments. For example, 10% on the first day, 20% second ext. Formative feedback may not be available on late assignments. Assignments that are more than 5 calendar days late will not be graded. (student receives a mark of 0 (zero))
- If a student wants an extension on the due date of an assignment, the student needs to email the teacher in advance (during school hours) to get permission to get an extension on an assignment.
- The student will develop an agreement (Last chance) with the teacher to complete the work. (parents will be contacted at this time)
- Were possible the student will be required to complete missing work during school time or at lunch or after school within a supervised setting in accordance with school division policy.
- If the date (“Last Chance”) is missed, then the assignment will not be accepted the student receives a mark of 0 (zero)
- Students need to be aware that: Submitting assignments late influences the “Employability Evaluation” marking category.
- Final Assignments will have a due date and cannot be extended.

Mobile device

Mobile devices are NOT to be used during instructional time.

Hats

No hat allowed in class

Backpacks

No backpacks allowed in class

Academic Dishonesty

Academic Dishonesty will not be tolerated, this includes use of AI (Artificial Intelligence) for the creation of work, handing in other students work, etc.

