Course Outline

GRAPHIC DESIGN 5-1

- Teacher: Mr. J. Durocher
- Office: Room 220 (The Media Centre)
- Email: durocherj@loyola.ca

COURSE OBJECTIVE

The students will discover the world of graphic design, photo editing, and web-based media.

They will use their newfound knowledge to develop their skills in the following programs: Adobe Photoshop CC (image editing), Adobe Flash (web-based media), and Adobe InDesign (print media).

REQUIRED READING

- "Go: A Kidd's Guide to Graphic Design" by Chip Kidd

EVALUATION

- Assignments 40%
- Term Project 30%
- Quizzes 20%
- Participation 10%

There is no midterm or final exam in this course.

TOPICS

This course will introduce some of the following topics:

- Vision boards
- Cartoon animation
- Billboard advertising
- Print media/Yearbook
- Digital marketing
- Ad jamming
- Cross-curricular promotion
- Target markets

HOMEWORK POLICY

Students must complete homework assignments accurately, neatly, and on time. Homework and/or assignments handed in late will be penalized 10% per day to a maximum of 3 days late. After 3 days a mark of zero (0) will be assigned.

The quality and completion of assignments and term projects will have bearing on the student's final mark.

Failure of technology is not a viable excuse for late/incomplete work. It is the student's responsibility to backup their work and/or find alternative resources so as to not run into problems.

REQUIRED MATERIALS

- iPads
- earphones
- working connection to printer and school email
- Access to Loyola Google drive account (associated with their school email)