JAM: JUST ARTS AND MANAGEMENT SCHOOL

Graphic Design & Photography

Message to Parents & Students

Welcome to JAM and the

Graphic Design & Photography Course!

Graphic Design & Photography is an contemporary art form. It includes graphic design, typography, film, photography, printing, advertising, magazines and amongst many more. I look forward to teaching your child the techniques and skills to this exciting art form.

-Ms. A. Rodriguez

Printing

The cost of printing can run quite costly so an endowment or donation would be appreciated to subsidize the expense. If you send a monetary donation every $2 will be matched for a volunteer hour. I will also have a wish list on the school website. If possible please donate $10-$20. The endowment could be paid for on the school website under "Store".

Thank you in advanced.

Quarterly Syllabus

The course will be divided into four sections and each quarter we will have a main focus but will always be incorporating Graphic Design & Photography.

1. Graphic Design Elements: Students will learn the Principles of Design, the history of commercial art and design, the basic skills for Adobe Photoshop and Illustrator.

2. Typography: Students will learn about typefaces, layout, grids, and printing. Students will be creating their own typefaces in Adobe In Design. In addition, students will learn the history of font and typefaces.

3. Photography: Students will learn about the design elements in photography, as well as how to manipulate photos on Photoshop, incorporate typography, and graphic design into photography, layering and formatting.

4. End of Year Showcase: Students will be working on various projects that incorporates every skill they have learned throughout the year to be displayed in Gallery Night for parents and families to enjoy.
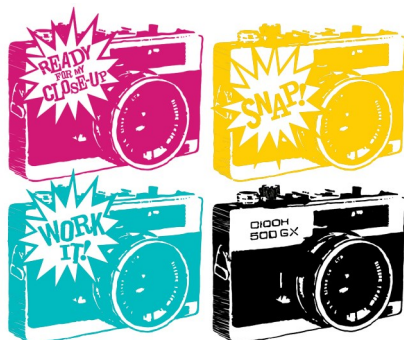
Expectations

Art Room & Computer Lab Rules

1. Come into the room quietly and find your assigned seat

2. Bring your supplies and home learning to class

3. Once you sit down, start warm-up exercise

4. Listen closely to directions

5. If you finish your assignment early you can work in the sketch zone

6. Try your best, don't give up

7. Raise your hand before speaking (wait to be called on)

8. Show Respect

9. Use art supplies and tools properly

10. Clean-up your area when clean up time is announced

11. Do not destroy or damage school property

12. Relax when creating art and don't get frustrated

Course Overview

The Graphic Design and Photography course presents the student with an introduction to fundamentals of graphic design and Photography. This course will allow middle school students to learn the basic skills and techniques using programs such as Adobe Photoshop, and Illustrator to create multimedia art while incorporating history and process of commercial art. For those returning students, their skills will be expanded and challenged at a higher level.

Benchmark for Students

- Use technology tools to encode, transmit, receive, store, retrieve, and decode information

- Demonstrate the effectiveness of image generating techniques to communicate a story (ex. photography, film)

- Analyze and evaluate the effectiveness of a graphic object designed and produced to communicate a thought or concept

- Demonstrate the effectiveness of image generating techniques to communicate a story (ex. photography, film)

- Describe the characteristics of a graphic object that communicates an idea effectively

- Students use multimedia tools to create projects for a variety of topics to support curriculum content area

- Apply the appropriate method of communications technology to communicate a thought

- Students learn to design, develop, and present projects that communicate an idea using available technology resources

- Students insert graphics and photos into a document or presentation to enhance it

Supplies

- 8GB Flash Drive to be left in the lab

- 1 inch View Binder (Clear insert on front and back cover)

- 4 Dividers in Binder (please label)

  1. Notes: with line paper
  2. Sketches: with copy or sketch paper
  3. Projects: Sheet Protectors
  4. Handouts

- Photo Paper for inkjet printer -13 x 19 inches (would be preferred, but any size will be okay)

Software

The software in the lab is to be used to construct assigned projects. The students will have the latest version of the industry's top design programs.

Responsibility Waiver and Art Contract

Students are responsible for using school equipment properly. If for any reason a student damages or destroys school property he or she will be responsible for replacing the equipment. For example, computers, text books, art supplies, furniture, etc. are considered school property. All students are expected to use equipment in the manner taught and to stay on task. While working in the computer lab student must stay on assigned task. Unless instructed to complete another assignment.

Home Learning

Home Learning is 20% of the student's final grade. Every Quarter 3 assignments are given to the students. Each assignment will have 2 weeks for completion. The first Home Learning assignment is to bring back signed welcome package. More info and any changes will be posted on the website. Please remember work is to be completed by the students. No late assignments will be accepted.

Please fill out form and return by second week of school along with supplies or donations.

Student Name: _____ Age: _____

Home Room Teacher/Grade: _____ D.O.B: ___/___/___

Name of Guardian:_____

Home Phone: (_____)_____-_____   Cell Phone: (_____)_____-_____

Email: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Parent Signature: _____ Student Signature: _____

*By signing above you are agreeing to the terms of the welcome package. Thank you in advance.