

Syllabus

PLATO Course Graphic Design and Illustration Semester B

Course Overview

This one-semester course is intended as a practical, hands-on guide to help you understand advanced concepts of graphic design, including the creation of graphic products such as logos, posters, and magazine covers. The course will also help you explore concepts of multimedia and digital photography. This course has 14 lessons organized into 4 units, plus 4 Unit Activities. Each lesson contains one or more Lesson Activities.

This course will cover the advanced manipulation of images. It will guide you on how to create graphic products such as logos, posters, and magazine covers. This course also covers multimedia and digital photography. In addition, the course covers art criticism in graphic artwork, digital publishing, and the creation of graphic design portfolio.

You will submit the Unit Activity documents to your teacher, and you will grade your work on the Lesson Activities by comparing them with the given sample responses. The Unit Activities (submitted to the teacher) and the Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit, respectively; and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

Course Goals

This course will help you meet the following goals:

- Create a graphic design portfolio with examples of graphic design products created during the course.
- Apply creativity and design elements to graphic design products.
- Use advanced image-editing software tools to edit and manipulate images as part of graphic design products.
- Compare design elements from several brand campaigns.
- Produce a magazine brand, including a logo and cover.
- Contrast original and manipulated graphic design images to appraise their differences.

Prerequisite Skills

PLATO Course Graphic Design and Illustration, Semester B has a recommended prerequisite course, PLATO Course Graphic Design and Illustration, Semester A. Also, these fundamental skills will be helpful:

- the ability to visualize and apply creativity and innovation
- general familiarity with the writing process and following guidelines

General Skills

To participate in this course, you should be able to do the following:

- Perform basic operations on a computer.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

For a complete list of the general skills required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.

Credit Value

PLATO Course Graphic Design and Illustration, Semester B is a 0.5-credit course.

Course Materials

- notebook
- computer with an Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft PowerPoint or equivalent
- free online tools available for graphic design
- scanner
- printer
- digital camera
- traditional art materials: pencils, paint, paper, etc.

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course teacher may modify the schedule to meet the specific needs of your class.

Course Components and Grading Rubric

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight
Pretest. <i>Pretests are optional assessments, typically designed for credit recovery use. If a student shows mastery of a lesson's objective, the student may be automatically exempted from that lesson in the upcoming unit. Typically, teachers do not choose to employ exemptive pretests for first-time credit courses. Pretests are not included as a component of the student's final grade.</i>	4	0%
Module. <i>Each module in this course contains an interactive tutorial and an associated mastery test. Tutorials may include one or more Lesson Activities that constitute tasks associated with the tutorial. The module score comes from a student's score on the mastery test.</i>	14	20%
Discussion. <i>Online discussions allow for higher-order thinking about terminal objectives. An online threaded discussion mirrors the educational experience of a classroom discussion. Teachers can initiate a discussion by asking a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others. Each unit in a course has one predefined discussion topic; teachers may add more discussion topics.</i>	4	20%
Unit Activity. <i>Unit Activities are at the end a unit and constitute one or more small tasks. Their purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.</i>	4	20%
Posttest. <i>The posttest appears at the end of the unit and mirrors the pretest in structure, content, and complexity.</i>	4	20%
End of Semester Test. <i>The end of semester test (EOS) appears at the end of the course. Students are delivered a few items from every tutorial in the course in order to assess the major course objectives.</i>	1	20%
Total	31	100%

**Teachers may manually adjust these weights if desired, per district grading requirements.*

Unit 1: Advanced Manipulation of Images

Summary

In this unit, you will use advanced manipulation tools in graphic design software. You will describe how to enhance and retouch a photo. In addition, you will describe how to produce images with special effects. Finally, you will describe how to convert traditional artwork to a digital format.

Day	Activity/Objective	Type
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Day	Activity/Objective	Type
1 day: 1	Syllabus and Plato Student Orientation <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
4 days: 2–5	Advanced Manipulation Tools <i>Use the advanced manipulation tools in graphic design software.</i>	Lesson
4 days: 6–9	Retouching Images <i>Describe how to enhance and retouch a photo.</i>	Lesson
4 days: 10–13	Special Effects <i>Describe how to produce images with special effects.</i>	Lesson
4 days: 14–17	Converting Traditional Art <i>Describe how to convert traditional artwork to a digital format.</i>	Lesson
1 day: 18	Para Jumble	Game
5 days: 19–23	Unit Activity/ Threaded Discussion —Unit 1 <i>Manipulate an old photography using graphic design tools and discuss the differences between the original and manipulated image.</i>	Unit Activity
1 day: 24	Post-test—Unit 1	Assessment

Unit 2: Creating Graphic Products

Summary

In this unit, you will create a poster. You will also create an effective logo. Finally, you will create a magazine cover.

Day	Activity/Objective	Type
4 days: 25–28	Poster Illustration <i>Create a poster.</i>	Lesson
4 days: 29–32	Logos <i>Create an effective logo.</i>	Lesson
4 days: 33–36	Magazine Cover <i>Create a magazine cover.</i>	Lesson

Day	Activity/Objective	Type
1 day: 37	Space Jumble	Game
6 days: 38–43	Unit Activity/Threaded Discussion—Unit 2 <i>Use graphic design tools to create a magazine brand, logo, and cover.</i>	Unit Activity
1 day: 44	Post-test—Unit 2	Assessment

Unit 3: Multimedia and Photography

Summary

In this unit, you will describe the design characteristics of digital media. You will also explain the use of multimedia and the role of graphics in multimedia. Additionally, you will create an interactive multimedia presentation using appropriate graphics. Finally, you will describe various aspects of digital photography and produce photographs using design principles and rules of composition..

Day	Activity/Objective	Type
4 days: 45–48	Digital Media Design <i>Describe the design characteristics of digital media.</i>	Lesson
4 days: 49–52	Multimedia <i>Explain the use of multimedia and the role of graphics in multimedia.</i>	Lesson
4 days: 53–56	Multimedia Presentation <i>Create an interactive multimedia presentation using appropriate graphics.</i>	Lesson
5 days: 57–61	Digital Photography <i>Describe various aspects of digital photography and produce photographs using design principles and rules of composition.</i>	Lesson
1 day: 62	Para Jumble	Game
6 days: 63–68	Unit Activity/Threaded Discussion—Unit 3 <i>Locate and discuss examples of design elements from brand campaigns. Practice using design elements and creativity to produce portrait and landscape photographs and create a photography portfolio.</i>	Unit Activity

Day	Activity/Objective	Type
1 day: 69	Post-test—Unit 3	Assessment

Unit 4: Art Criticism, Publishing, and Career Portfolio

Summary

In this unit, you will describe art criticism and assess the characteristics of a graphic artwork. You will also create a publication from digital layouts. In addition, you will create a graphic design portfolio.

Day	Activity/Objective	Type
3 days: 70–72	Art Criticism <i>Describe art criticism and assess the characteristics of a graphic artwork.</i>	Lesson
4 days: 73–76	Digital Publishing <i>Create a publication from digital layouts.</i>	Lesson
4 days: 77–80	Graphic Design Portfolio <i>Create a graphic design portfolio.</i>	Lesson
1 day: 81	Thwack-A-Mole	Game
6 days: 82–87	Unit Activity/Threaded Discussion—Unit 4 <i>Discuss a career goal and collect graphic design products from the course in a portfolio.</i>	Unit Activity
1 day: 88	Post-test—Unit 4	Assessment
1 day: 89	Semester Review	
1 day: 90	End-of-Semester Test	Assessment

Course Map

You will achieve course level objectives by completing each lesson’s instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map for Semester B](#).