

Syllabus

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Course Description:

Students will explore commercial uses of art through traditional and digital processes. While working with Adobe software, students will learn to incorporate typography, photography, and illustration to create product and promotional designs.

Course Materials:

- USB Flash Drive (16GB or higher)
- Pencil/Pen
- Sketchbook
- Folder or Binder for handouts

Primary Objectives:

Standard 1

- Understanding and applying media, techniques, and processes

Standard 2

- Using knowledge of structures and functions

Standard 3

- Choosing and evaluating a range of subject matter, symbols, and ideas

Standard 4

- Understanding the visual arts in relation to history and cultures

Standard 5

- Reflecting upon and assessing the characteristics and merits of their work and the work of others

Standard 6

- Making connections between visual arts and other disciplines

Major Topics:

- What is Commercial Art?
- Copyright Infringement
- Safety
- Mac Computers
- Illustration
- Intro to a website
- Design Layouts
- Typography
- Digital Photography
- Professional Preparation/Portfolio

- Line and Shapes
- Color Theory
- Digital Imaging
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Academic Integration (Math & English):

Students will be instructed on Math and English as it related to the field of graphic design, which includes but is not limited to the following:

Math

- Points/Pica Conversion
- Whole Numbers
- Common Fractions
- Decimal Fractions
- Measurements
- Computer Page Layout

English

- Class Project Essays
- Career & Education Research Essays
- Resume
- Cover Letter
- Thank You Letter
- Textbook Vocabulary and Assignments

Students will be evaluated on a points system, with points coming from:

- **Attitude Grade** – 25 Points a week. (20% of your grade)

This is earned by being on task. Points are docked for things like: cleaning up early, sleeping, doing work for other classes, not using time efficiently, cell phones (non educational use), acting inappropriately, dressing inappropriately, etc.

- **Knowledge Grade** – Tests, Quizzes, Homework, etc. (30% of your grade)

There will be tests and quizzes throughout the year. There will also be midterm and final exams. Tests will be worth 100 points, and quiz points will vary.

- **Skills Grade** – (50% of your grade)

Projects – 100 points per project.

Each project will be accompanied by a rubric. The rubric will break down the points in specific areas that will typically look like:

- **Craftsmanship** (neatness/attention to detail – a polished, finished design)
- **Creativity** (work has unique elements that add to the overall appeal of the piece avoids the clichéd and expected)

- **Criteria** (specific objectives that are pertinent to the current assignment/are those specific objects communicating toward the directed audience)

Student Expectations/Responsibilities:

Students are expected to treat the teacher, each other, and the environment (including supplies and artwork) with respect. In addition, students are expected to behave in accordance with all classroom and school policies.

Other expectations include:

- Being on time to class, and ready to begin when the bell rings.
- Cleaning-up begins 5 minutes before the bell rings, at the earliest. No one leaves until the room is clean.
- Students will leave from the main entrance of the classroom – **NOT the gallery**
- Food and drink are **NOT** permitted.
- Taking care of the computers. **DO NOT** touch the screen, and **DO NOT** unplug the keyboard or mouse.
- Saving your work on your flash drive, not on the computer.
- **Acting appropriately and professionally.** There is absolutely no cursing or profanity allowed in the classroom.
- Keeping your hands off my desk and my personal belongings.
- If you need to use the restroom, you need to ask me before you use the facilities.
- Recycling paper. There is a recycling bin in the classroom, and all paper is expected to be recycled.
- The computers are to be used for classroom work **ONLY**. No playing games, watching videos, or changing the desktop background. If you cannot follow these rules, you will **LOSE POINTS** on your Attitude Grade, and if it continues, **YOU WILL BE WRITTEN UP**.
- NO hats in class.
- NO printing without permission.
- Cell phones are only to be used for educational purposes (BYOD) – if you are using your cell phone for other reasons, I will take it and keep it until the end of class.
- Dress Code/Uniform - Students are to be dressed casual-professional every day for class. There should be no: pajama attire, low cut clothing, shorts, skirts, open toed shoes, belly shirts, etc. Students should be dressed in t-shirt/jeans/ khaki pants/sneakers

Students are not expected to be amazing artists. They are; however, expected to give their best effort, reach for improvement, and contribute positively to classroom activities.

Attendance:

Your attendance is important to your success in class. We occasionally do activities that cannot be made up, and many of our projects cannot be completed outside the art room. **If you are absent from class, it is your responsibility to make up the material and work time missed.**

Late Work:

Students are responsible for turning in work on time. The design profession requires artists to work on a strict time schedule. This class will help you work quickly and efficiently. If you hand your project in no later than **one week** after the project is due, I will take points off but still give you a grade. After the week is up, work will be put in as a zero. Is better to finish the project late and still receive a grade, rather than to hand me an incomplete project or not hand in the project at all.

Safety:

Throughout the year, we will be learning how to stay safe in the Commercial Art Classroom. We will cover topics including: X-Acto knife cutting, using the paper cutter, proper techniques for sitting at the computer for long periods of time, etc.

We will also be implementing ALICE Training, fire drills, and other safety training throughout the year. Please act appropriately and professionally during that time.