

DIGITAL ART 4 COURSE OUTLINE & STANDARDS

Note: This is a tentative outline. This outline will be modified and adjusted, as needed!

Week 1

Class Orientation/Expectations

Student / Teacher Expectations, School Safety Instructions, Review the syllabus, class introductions, safety practices and procedures and class expectations, classroom emergencies, ergonomics. Standards and proficiencies assessment

Week 2 – Legal and Ethical Considerations

Plagiarism, Ethics, Downloaded Images, Trademarks, Copyrights, Americans with Disabilities Act, Civil Rights, accessibility laws, end-user, and confidentiality of business related items

Week 3 - Get to Know Your Skill Sets – About Me

What is your specialty – show your digital art skills and presentation skills to the class

Week 3/4

Illustrator – Personal Identity

Logo Design/ Poster Design/ Layout Design, Personal Logo Design - Client Project, Sketches, Concepts, Layout, Vector Shapes, Artboards, Scaling Graphics, Die Cut Lines, Exporting, PDF

Week 5 – Typography

Sketches, Concepts, Layout, x-height, baseline, ascenders, descenders, serifs, leading, designing with type

Week 6/8 – Screen Printing

Vector Graphics, Emulsion, Transparencies, Film, Registration, Clean Up

Weeks 9 – Photoshop Art

Layer Management, Photography Review,

Week 10- Photoshop - Printing – Dye Sublimation

RGB, Resolution, Color Theory

Weeks 11 – Retouching/Restoration

Layer Management, Photography Review,

WEEK 12 – InDesign – Layout/Composition

Create documents using grids, templates, master pages, paragraph style sheets, and character style sheets, margins, indents, gutters, wrap-a-rounds.

Weeks 13/16 – WebDesign

Analyze existing web Sites, compare page elements, create a basic architecture, plan a website, sketches, layouts, site map, Root folder management, asset folders, optimized photos, rollovers, banners

Weeks 16 – Social Media

Banners, Ads, Marketing, optimization

Weeks 17/19 – Final Project and Portfolio Presentation

Mock Interview, Portfolio Presentation, Behance.net, Video Portfolio, Printed Portfolio, Adobe Certifications, Soft Skill Certificate