

Graphic Design

CURRICULUM MAP

Unit	Title	Content
1	INTRO TO GRAPHIC DESIGN	-What is Graphic Design? Intro to Elements and Principles of Design/Composition, Less is More , Manipulate typography of a single word to efficiently communicate an idea -Intro to Adobe Illustrator and Adobe Photoshop
2	LOGO DESIGN	Intro to the Design Process; Merging Text and Image in a logo design, Intro to typography, Applying the Elements (i.e. Shape, Scale, Positive/Negative Space)
3	STATIONARY DESIGN	Designing a letterhead, envelope, and business card; Applying the Principles (i.e. emphasis and movement); Visual Hierarchy
4	POSTER/ADVERTISMENT DESIGN	Poster Design: Designing for a target audience; Applying principles and elements to a composition; Working on a grid, Color