

CLASS RULES CONT.

CONSEQUENCES OF POOR BEHAVIOR

Minor infractions will receive a verbal warning. Continued negative behavior or serious infractions can result in one or more of the following consequences:



- Student Conference
- Seat Change
- Reduction in Employability Skills Grade
- Loss of Privileges
- Parental Contact
- Detention
- Pink Slip
- In-House Suspension
- Out-of-School Suspension

REWARDS FOR PROFESSIONAL CONDUCT

The rewards for professional conduct are many – here are a few:

- A fun, collaborative environment
- A good Employability Skill grade
- Treatment as a responsible young adult
- Opportunities to earn extra credit
- Opportunities to work on “live” (real client) projects
- Recommendations to participate in school activities and trips
- Recommendations and referrals for internships and jobs
- Recommendations for college

ACADEMIC HONESTY

CHEATING, PLAGIARISM, AND COPYRIGHT INFRINGEMENT...

These are unacceptable, non-professional behaviors with serious consequences.

Cheaters always know they are doing

something dishonest – otherwise, why would they try so hard not to be seen or get caught? But students beware: those that do the work for someone else, or share files with others to use are cheaters too. Both parties are involved in trying to “get over”, so both will be penalized. Keep in mind that it is very easy in graphics to discover cheating because everyone’s work and technique is unique.

Plagiarism is the unauthorized use of another’s writing (directly or indirectly) and presenting it as your own. This includes copying from someone else, whether a student or published work, without permission or appropriate credit to the author.

Copyright Infringement, much like plagiarism, is unauthorized use of someone else’s material and violates their exclusive rights. This includes graphics, art, music, video, film, web pages, etc. Your work must be original to avoid copyright infringement. We will have lessons in class to address this and to learn how to copyright your own material.

CONSEQUENCES

Those that cheat, plagiarize, and infringe on copyright demonstrate a serious lack of respect towards self, towards those stolen from, and towards all others that work honestly.



All parties caught in violation will:

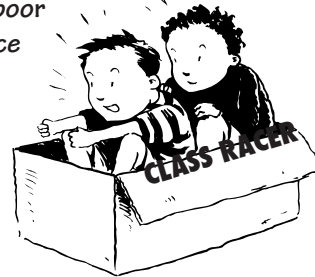
- Receive a zero on the assignment and possibly the semester
- Receive a phone call home to parents/guardians
- Will write and deliver an apology to the class in an effort to earn back the trust and respect of classmates and instructor

COMPUTER POLICY

All students taking this class must read, understand, and sign the School District of Philadelphia’s Computing and Internet Acceptable Use Policy (AUP). A copy of the AUP is found in the student handbook.

ATTENDANCE

Attendance in this class is included in Employability Skills: students receive two points for every day in attendance; two points are subtracted for every day absent (excused or unexcused); and one point is subtracted for every arrival after the late bell. Students that are found off task during class time risk losing points for that day. The pre-class assignment grade will also be affected by poor attendance since one must be present before the late bell to begin the assignment.



AGREEMENT

STUDENT AND PARENT SIGNOFF:

We have read, discussed, and understand the requirements of Ms. Yaremko’s Graphic Design Class.

Parent/Guardian Signature

Student Signature

Print Student Name

Date

Show proof of signatures by _____ for a 100% quiz grade.

GRAPHIC DESIGN SYLLABUS

(COMMERCIAL & ADVERTISING ART)

COLLEEN M. YAREMKO, INSTRUCTOR
CYAREMKO@PHILASD.ORG



WHAT IS GRAPHIC DESIGN?

Also called Commercial & Advertising Art, Graphic Design is the communication of ideas and concepts through art for commercial purposes. Graphic Designers (or Graphic Artists) plan, analyze and create visual solutions to communicate information. This might be in print, electronic, and/or film media. Graphic Designers often work as Desktop Publishers or Web Designers and may also produce work for the television or movie industries.

Graphic Designers create work to meet the needs and message of the client. This involves communication with the client; gathering relevant information; performing research; the ability to interpret ideas visually; and presentation skills.

The Graphic Designer must: demonstrate creativity; have an eye for detail; communicate ideas visually, verbally, and in writing; work under pressure of deadlines; and exhibit self-discipline. Graphic Designers are expected to be skilled with computer graphics, layout, and design software.

GRAPHIC DESIGN @ NEHS

Graphic Design is one of five, state approved Career and Technical Education (CTE) Programs at Northeast High School that together make a Communications Technology Career Cluster Program of Study. The five programs are: Graphic Design; Cinematography, Film & Video; Graphic Communications; Web Design; and Game & Interactive Media Design. The Career Cluster operates as a Small Learning Community (SLC) at Northeast, called AVID (Applied Visual & Interactive Design). CTE programs expose students to careers and prepare them with the fundamental training, skills, and knowledge in an occupational area to further pursue postsecondary education and/or careers in related industries.

Students in Graphic Design learn the fundamentals of commercial design and visual arts to artistically communicate ideas and information in printed, electronic, and web media. Classroom instruction is often combined with real work experience with a major focus on the design process and introduction to the printing process while learning practical skills in design, layout, composition, desktop publishing, computer graphics, digital printing, and web design. Students use professional, state of the art software and digital graphics and printing equipment while working towards earning nationally recognized industry certifications

Academic subjects are integrated into most all design projects; English and math literacy are stressed as well as safety and “soft skills” such as work ethics, courtesy, teamwork, self-discipline, self-confidence, and conformity to prevailing norms within the graphics industry.

As with all state approved CTE programs in Pennsylvania, 12th grade students are required to take the corresponding state assessment, called the “NOCTI Exam”. Students in AVID take the Visual Communications & Multimedia Design NOCTI practice exam in 11th grade and the final exam in the 12th grade.

INDUSTRY CERTIFICATIONS

All students in CTE Programs of Study are required to take an industry recognized certification exam to complete their CTE program. Successfully attaining an industry certification can add value to a students’ resume, potential for employment, and college applications. College credit is available for an industry certification. The state approved certification exams currently offered by the AVID SLC at Northeast are:

- Adobe Certified Associate (ACA) in Visual Communication with Adobe Photoshop, Adobe Illustrator and/or Adobe InDesign
- Adobe Certified Associate (ACA) in Web Communication with Adobe Dreamweaver
- Adobe Certified Associate (ACA) in Video Communication with Adobe Premiere Pro

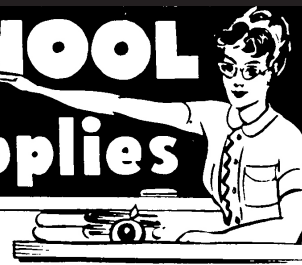
COURSE OBJECTIVES

Through this course it is expected that students will be able to:

- Apply the basics of successful design
- Employ the "language" of visual design
- Apply basic design concepts and principles to commercial design
- Creatively solve design problems
- Communicate ideas and information visually, verbally, and in writing
- Work independently and collaboratively
- Demonstrate proficiency with design software
- Work safely and effectively with design/printing equipment
- Demonstrate and communicate knowledge of the graphics industry
- Develop work ethics and "soft skills"
- Accumulate a foundation of knowledge and skills to pursue a career or postsecondary education in the graphics industry
- Recognize that all skills and knowledge acquired in this class are transferable to most any other industry



SCHOOL Supplies



All students taking Graphic Design are required to bring the following supplies to class daily:

- (1) Notebook dedicated to Graphic Design
- (1) Sketch Pad (minimum size 8.5x11")
- (1) Tracing Paper Pad (minimum size 8.5x11")
- (2) Pencils
- (2) Fine point gel pens - Black
- (1) USB Flash Drive (strongly recommended, minimum 1GB)
- (1) Pocket folder for handouts

PERFORMANCE ASSESSMENT LOG (PAL)

Every AVID student has a Performance Assessment Log or "PAL". The PAL is a comprehensive list of tasks students learn in each of the technical classes over the 3-year period in the AVID program. Students use the PAL to track their individual progress from developing through mastery of each of the tasks.

GRADING POLICY

- A = Exemplary (90-100%)
- B = Proficient (80-89%)
- C = Fair (70-79%)
- D = Incomplete (64-69%)
- F = Failure (63% or below)

PERCENTAGES:

> PROJECTS (35%):

- Following directions
- Technical Skills
- Creativity
- Meeting deadlines

> EMPLOYABILITY SKILLS (25%):

- Focus
- Attendance
- Effort & Perseverance
- Attitude

> CLASSROOM PARTICIPATION (15%):

- Discussion
- Note Taking
- Engagement

> TESTS/QUIZZES (15%):

> PRE-CLASS ASSIGNMENTS (5%):

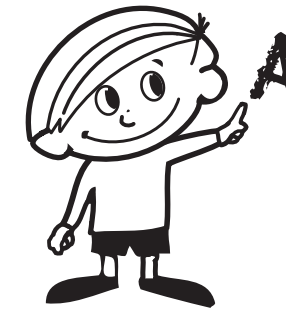
- Must be started before the late bell

> HOMEWORK (5%):

MID-TERM:
ADOBE ILLUSTRATOR
CERTIFICATION EXAM

FINAL:
ADOBE PHOTOSHOP
CERTIFICATION EXAM
(IF TIME PERMITS)

(PERCENTAGES ARE SUBJECT TO CHANGE WITH NOTIFICATION)



HOW PROJECTS ARE GRADED

All projects are graded by a rubric that students receive at the beginning of each project. The rubric describes what is expected in levels of proficiency and the equivalent grade. Rubrics often include effort, creativity, following directions, writing, and meeting deadlines in addition to technical skills.

MISSING OR INCOMPLETE WORK

Students are responsible for completing their work by the deadline assigned. Late or incomplete work will be penalized. If a student has an excused absence on the due date, the due date can be extended by one day without penalty. If the absence is a cut or unexcused, there will be a penalty.

EXTRA CREDIT

Extra credit is for special work in addition to regular assignments and is almost always available. Opportunities for extra credit include:

- Helping others considerably
- Helping the instructor on projects when requested
- Pre-approved design work for the school/program
- Participating in pre-approved design contests
- Participating in pre-approved school activities to benefit the school/program
- Participating in pre-approved after-school activities to benefit the school/program



BASIC CONTACT INFORMATION

Instructor: Colleen M. Yaremko
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ABOUT MS. YAREMKO...

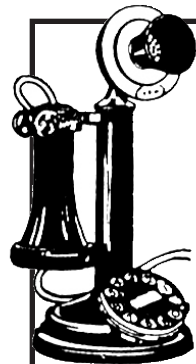
I have been teaching graphic and/or web design at NEHS since September of 2001; overall, I have been teaching

graphic design since 1994. Prior to teaching, I had 15 years of industry experience - I owned a graphic design business, freelanced, and worked as a designer, illustrator, and paste-up artist in local in-house art departments and print shops. A graduate of the Studio School of Art and Design, samples of my work are found in the music industry, scientific journals, nursing journals, catalogs, direct mail, and numerous publications including many from the School District of Philadelphia. I continue to do freelance work to keep my skills honed and to remain current with the industry and technology as they evolve. I am also the SLC Coordinator of the AVID program at Northeast High School.

Graphic design is my trade - teaching is my career. Since I thoroughly enjoy doing both, teaching my trade allows me the best of both worlds.

CLASS WEBSITE: SCHOLOGY.COM

2nd Period: 3rd Period:
5th Period:



BEHAVIOR

Students are expected to act as professionals on the job - the phrase is "professional conduct". Professional conduct is part of "Employability Skills" which is part of a student's grade.

Note: this is separate and apart from the citizenship grade that students also receive.



CLASS RULES

There is only one word to describe the rules of this class... **RESPECT!** Demonstrating RESPECT, students will...

- follow all safety procedures to protect one's self and others;
- be considerate of classmates in word and actions;
- speak at appropriate times and not use profanity;
- keep their area and classroom clean;
- not prevent or disrupt the instructor from teaching;
- not distract others from learning;
- not disrupt the class or instructor by arriving late;
- stay on task;
- follow all school rules while within the classroom.