INSTRUCTOR: Whitney Lum
ROOM NUMBER: J8
OFFICE HOURS: Intervention Appointments are Tues-Fri after 3rd block. You will personally sign up for your Intervention Appointments. Attendance will be taken at the beginning of the period based upon which date you signed up. An illegible appointment, a no show, or an early departure results in a referral and an automatic two hours of detention.   • Open Studios are held after school based on upcoming deadlines and by request. (Check classroom announcements in Schoology) • You can arrange appointments with the teacher after school.
E-MAIL::   wlum@rocklinusd.org
COURSE PAGE: whs.rocklinusd.org/CTE
ACADEMIC UNITS: 5 units per semester
ACADEMIC CREDIT: Technology Credit

DESCRIPTION - Graphic Communication III provides students with continued understanding of the processes and systems common to careers in Graphic Design, Print, Advertising, Marketing, and more. This graphic design studio style class incorporates on campus, local business, and community client driven projects, which calls for students to think analytically and problem solving real world projects.

PURPOSE - Emphasis is placed on continuing to strengthen design concepts, spatial reasoning, effective design composition, professional client communication, evaluation of design (your work and others) for audience, meaning and effectiveness, and continuing to develop a professional portfolio to showcase their continued learning. Students will have the opportunity to develop leadership skills, visit local industry vendors and design studios, and travel to design conferences or workshops to further fuel the growth and interest of a possible career in the Design Industry. Software training includes advanced techniques in Photoshop, Illustrator, and InDesign.

COURSE OBJECTIVES - By the end of this course, students will be able:

- Increase creative confidence and thinking while learning how to successfully communicate a message visually.
- Learning the skills and knowledge for creating, refining, and having work published for an audience.
- Building professional communication skills and relationships with real clients while positively impacting the WHS campus and community.
- Work with peers to promote divergent and creative perspectives, effective leadership, and team & individual decision making.
- Real life application and mastery of graphic design skills such as elements and principles of design, typography, color theory, and layout.

COURSE TOPICS - The course will cover the following topics: Elements of Design • Principles of Design, Advanced Color Theory, Typography * Sketching & Ideation , Persuasion & Symbolism • Visual Literacy and Media, Advanced Digital Manipulation, History of Communication • Career Opportunities, and Photoshop, InDesign, Illustrator, & Google Docs.

CAREER AND TECHNICAL EDUCATION (CTE) ELEMENTS - The following information is directly related to this course and its designation as a CTE course on campus:

- INDUSTRY SECTOR: Graphic Arts and Technology
- COURSE LEVEL: Concentration
- ADVISORY COMMITTEE: The advisory committee for this course meets annually. Additional meetings are held at the discretion of the instructor and/or district office.
- ARTICULATION INFORMATION: not applicable
- OCCUPATIONS FOR IDENTIFIED PATHWAY: Pathway occupations organized by level of education and training required for workplace entry.
    - High School - web designer   graphic artist
    - Post-secondary Training - graphic designer   copywriter
    - College/University - creative director   layout artist

GENERAL: Recorded grades will be available for review at any time on Schoology. Remember to keep all class items returned so that any discrepancies can be easily and fairly straightened out. Except in cases of actual error, semester grades are permanent.

INSTRUCTIONAL SUPPLIES - Students may be required to purchase specific projects if they want to keep them and take them home. The list below provides information for the student regarding items they will be using in this course. Students may want to purchase items on this list if they are very interested in this course and/or pathway. Please see the instructor for specific information regarding supplies.

- Text: not applicable
- Computer Programs and/or software: not applicable
- Supplies: Required Supplies: Bound (65lb. or higher) 8.5 X 11" sketchbook with at least 100 pages. This will be used for your class notes and sketching. No compbook this year! Class voluntary contribution of $30 course fee. Every day you will need a pencil for sketching and your student planner. Consider purchasing a USB flash drive for additional file storage. You also must know your logins and passwords for your computer, Google, and Schoology.

GRADING PLAN - All grades will be posted online in Schoology. To pass, you must earn a minimum 70% on all Essential Skill Assignments (ESA) and earn a minimum of 70% on overall classwork. Keep all graded work. DO NOT throw away graded assignments until AFTER you receive your SEMESTER report card. You must have the computer file or paper with the grade written on it in order for the teacher to make changes should there be a mistake. PERCENTAGE GRADE RANGE: A = 100% - 90%, B = 89% - 80%, C = 79% - 70%, NC = 69% and below. WEIGHTED CATEGORIES FOR OVERALL GRADE: 60% Essential Skills, 20% Classwork, 10% Tests/Quizzes, 10% Homework

CLASSROOM RULES OF CONDUCT

- You are responsible for your work and behavior.
- • Be proactive and communicate.
- Respect yourself, your peers, your teacher, and your classroom.
- Follow class procedures.

In general, your ideas, comments, suggestions, questions, grade challenges, and more are welcome. However, your discretion in these matters is expected. Furthermore, no part of your grade will be based on anything other than your coursework and attendance. You are encouraged to take advantage of instructor office hours for help with coursework or anything else connected with the course and your progress.