



# Southmoreland School District Commercial Graphics Design Curriculum Overview

## **Commercial Graphics Design Overview:**

This advanced graphics course is designed to give each student an exciting and rewarding foundational experience in the field of graphics. Through a hands-on approach, students will develop practical design skills pivoted around the elements and principles of design. The application of these techniques will allow each student to become a part of the media footprint for the Southmoreland School District. Students will complete projects while developing their skills that meet the needs of our school. During this process, students will develop soft skills that will equip them for future success in this and any other profession. An interest in technology, a willingness to take creative risks and an interest in art are attributes that will lend to success in this class. Completed projects will be used by various departments, clubs and activities of our school and community.

## **Module Titles:**

**Module 1:** Design Elements

**Module 2:** Individual Project Design Process

**Module 3:** Southmoreland Student Driven Projects

## **Module Overviews:**

### **Module 1: Design Elements**

In this module, students explore the pillars of design. Why we put elements in an order, why certain designs attract or create options or feelings about a product or photo.

### **Module 2: Individual Project Design Process**

Depending on the project, students research and acquire the knowledge to complete the individual project they have chosen. Student driven activities vary on the amount of steps and applications to complete the project/product.

### **Module 3: Southmoreland Student Driven Projects**

In this module, students individually develop and execute the necessary applications in creating graphic design projects. Examples of these projects include, but are not limited to, Senior Class T-Shirts, faculty t-shirts, athletic/extracurricular shirts.