Mission: To offer inspiration through advanced instruction and authentic experiences.

Instructor: **McBride, Mark**
Email me at mark.mcbride@henry.k12.ga.us Please allow 24 hours for a response.Conferences can be scheduled via the counselors between 7:45 and 8:15 am.

Intro to Graphic Design COURSE I

This course is designed as the foundational course for both the Graphics Production and Graphics Design pathways. Intro to Graphic Design provides students with the basics of print production, publishing, packaging, electronic imaging, and their allied industries. In addition, this course offers a range of cognitive skills, aesthetics, and crafts that includes typography, visual arts, and page layout.

Course Objectives

AAS associates will
- Demonstrate industry-recognized employability skills both in and out of the design studio
- Explore the basics of industry design software in Photoshop, InDesign, and Illustrator
- Learn the basics of layout design,
- Learn the basics of typography,
- Learn how to increase brand awareness and identity through effective design
- Be able to collaborate with team members on multiple design projects.

Lab Fees & Required Supplies
● Lab fees are $20 and are used to cover the cost of completed projects that you will have an opportunity to take home and to cover the cost of equipment maintenance in the graphic design lab. ● Flash Drive ● Sketchbook ● Headphones

Expectations for Academic Success
● Attend class daily ● Please dress appropriately for class and the industry in which you expect to work in ● Turn in all assignments on time

- Maintain a clean work area and organized files
- Maintain ethical behavior while using company equipment
- Be alert and aware at all times
- Limit use of personal electronic devices

Grade Calculation

Summative Assessments = 60%	Formative Assessments = 40%
● Authentic learning projects, exams, presentations, essays, labs	● Practice Work: classwork, homework, quizzes, labs, employability skills
Culminating Final Exam/Project	
All courses will have a culminating exam or project that assesses associate learning of the semester's course content. This exam/project will be 20% of the overall course grade.	

Make-up Work

Associates who are absent are required to contact the instructor for make-up work. The associate will have the same number of days that they are absent to complete the make-up work.

NO CELL PHONE POLICY

Cell phones are a distraction to the learning environment and are a cause of incomplete work being handed in or work that shows very little effort. The use of cell phones during graphic design class will result in points being deducted from the final grade of each project disciplinary action being taken. This includes write ups, and office referral.

Late Work Policy

Any late work handed past the due date will drop 5% each day the assignment is not turned in. Any not handed in at all will receive a grade of zero.

Employability/Soft Skills

School Wide Activities:
- Dress for Success Days
- Network Luncheon
- Mock Interviews

Career and Technical Student Organization [CTSOs]

The SkillsUSA Framework illustrates how students fulfill the mission of the organization "to empower members to become world-class workers, leaders and responsible American citizens." Member fee is $40/year.