



Northern York County School District

Curriculum Overview

Course: Advertisement & Promotion	
Grade Level: 10-12	
Approval Date: March 2023	Length of Time: 180 days / 1 credit
Course Description: Prerequisite: Introduction to Graphic Design Through lectures, demonstrations, and hands-on projects, students will develop a professional digital portfolio showcasing their graphic design abilities. Areas of study will expound on various Adobe Suites techniques in text creation, illustration, and photography adjustment. Students will work directly with “customers” and community partners to create unique posters, shirts, and other graphic medians. Students will learn the value and benefit of teamwork, managing workflow, making deadlines, and vital people skills. Advertisement & Promotion prepares students to be a successful professional in the graphics field.	
Course Objectives: <ul style="list-style-type: none"> • Students will develop a deeper understanding of and apply fully the seven elements of the graphic design process. • Students will know and use non-fiction reading strategies to improve their technical reading skills. • Students will develop independent competency in Adobe Illustrator. • Students will develop independent competency in Adobe Photoshop. • Students will receive an introduction to Adobe InDesign. 	
Related Standards: <u>Pennsylvania Technology and Engineering Standards</u> <u>Design & Technology</u> <ul style="list-style-type: none"> • Apply a broad range of design skills to a design thinking process. • Implement and critique principles, elements, and factors of design. • Implement and critique principles, elements, and factors of design. • Optimize a design by addressing desired qualities within criteria and constraints while considering trade-offs. 	
Units: <ol style="list-style-type: none"> 1. Applying the Elements of Design 2. Adobe Illustrator – Advanced Functions 3. Adobe Photoshop – Advanced Functions 4. An Introduction to Adobe InDesign 	
Concepts: <ul style="list-style-type: none"> • Advanced Photoshop tools • Advanced Illustrator tools • Use of InDesign • Elements of design • Career preparation, retention, and advancement 	Competencies: <ul style="list-style-type: none"> • Students will dive deeper into the 7 elements of design: Balance/Alignment, Contrast, Emphasis, Movement, Proportions, Repetition, White Space • Students will expand their knowledge of the tools in Illustrator: Selection, Direct Selection, Pen, Type Tools (Type, Type on

	<p>a path, Vertical Type, Area Type), Shape Tools (Rectangle, Ellipse, Polygon, Star, Line), Rotate, Scale, Reflect, Sheer Tools. Eraser, Gradient, Fill & Stroke.</p> <ul style="list-style-type: none"> • Students will expand their knowledge of panels in Illustrator: Properties, Layers, Colors, Colors Guide, & Swatches. • Students will expand knowledge in Photoshop: Move, Marquee Tools (Rectangle & Ellipse), Lasso Tools (Lasso, Polygonal Lasso, Magnetic Lasso), Selection Tools (Object Selection, Quick Selection & Magic Wand,) Crop, Eyedropper, Healing Brush Tools (Spot Healing, Healing, Red Eye), Brush, Stamp Tools (Clone & Pattern) Eraser Tools (Eraser, Magic Eraser, Background Eraser), Paint Bucket, Gradient, Blur, Sharpen, Smudge, Type Tools (Horizontal & Vertical), Shape Tools (Rectangle, Ellipse, Triangle, Polygon, Triangle, Line & Custom Shape), Foreground Color, Background Color, Fill, Stroke & Zoom Tool. • Students will expand their knowledge in Photoshop tools: Layers, Swatches, Gradients, Properties, Adjustments, History & Layers. • Students will learn basic tools in InDesign: Selection Tools, Drawing & Type Tools, Transformation Tools, Modification and Navigation Tools. • Students will employ non-fiction reading strategies including: using external text features, identifying key concepts, recognizing text organization, previewing, monitoring comprehension and summarizing. • Students will develop pro-social work habits, cooperation & teamwork, group interaction, budgeting, time management, workplace relationships, and the value of continuous learning.
<p>Learning Activities:</p> <ul style="list-style-type: none"> • Individual classwork • Peer teaching • Teacher demonstration • Instructional videos 	<p>Performance Tasks:</p> <p>Students will design and manufacture products commensurate to their current achievement levels. These projects could include:</p> <ul style="list-style-type: none"> • Numbered tickets • Promotional posters • T-Shirts and other clothing • Informational brochures

	<ul style="list-style-type: none"> • Booklets and programs
Other Assessment Measures: <ul style="list-style-type: none"> • Student self-evaluation. • Student peer evaluation. • Teacher feedback. 	
Textbook/Primary Resource: <ul style="list-style-type: none"> • Adobe Illustrator • Adobe Photoshop • Adobe InDesign 	
Supplemental Resource Materials: <ul style="list-style-type: none"> • YouTube • Adobe Help Website • Teacher generated materials 	