

Graphic Design & Communication



Third Edition

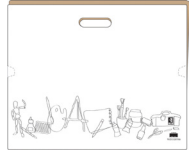
Mr. Van Caeyzele

GRADE SEVEN - PROJECTS

THIS COURSE IS AN INTRODUCTION TO THE WORLD OF GRAPHIC DESIGN, SO DON'T BE AFRAID TO GET YOUR HANDS DIRTY AND MAKE MISTAKES. THIS IS ALL PART OF THE LEARNING PROCESS.

PROJECT # 1 - PORTFOLIO (5 MARKS)

PORTFOLIOS ARE A GREAT WAY TO KEEP ALL YOUR WORK IN ONE ORGANIZED PLACE. THEY ALSO HELP TO KEEP YOUR PROJECT WORK CLEAN AND TIDY. WHEN YOU WANT TO SHOW OFF WHAT YOU HAVE DONE IN GRAPHICS, LOOK NO FURTHER THAN YOUR NEATLY KEPT PORTFOLIO. ALL STUDENTS ARE EXPECTED TO PUT THEIR OWN UNIQUE DESIGNS ON THE FRONT SHOWCASING THEIR TALENTS AND INTERESTS.



PROJECT # 2 - SNEAKER DESIGN (5 MARKS)

AS AN INTRODUCTION TO USING THE ELEMENTS OF DESIGN AND PROPER USE OF COLOUR THEORY, STUDENTS CHOOSE FROM OVER 100 SNEAKER BLANKS AND THEN MUST CREATE A UNIQUE SHOE THAT SHOWCASES WHAT THEY HAVE LEARNED DURING THE THEORY COMPONENT OF THE COURSE. IT'S ALSO JUST A FUN ASSIGNMENT!



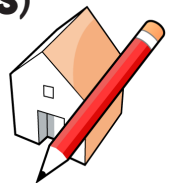
PROJECT # 3 - BUTTON DESIGN (5 MARKS)

BUTTONS ARE A GREAT SOURCE OF CHEAP ADVERTISING AND WHO DOES NOT LIKE A BUTTON OR TWO, ESPECIALLY IF YOU GET TO DESIGN THEM YOURSELF! IN GRADE 7, STUDENTS CREATE THEIR OWN HAND DRAWN 1.5" BUTTON. IN GRADE 8, STUDENTS USE ADOBE PHOTOSHOP TO CREATE THEIR OWN 1" AND 1.5" COMPUTER GENERATED BUTTON. THE FIRST 6 BUTTONS ARE SUPPLIED FREE OF CHARGE AND ADDITIONAL BUTTONS ARE 50 CENTS EACH.



PROJECT # 4 - GOOGLE SKETCHUP BUILDING/PRODUCT DESIGN (10 MARKS)

GOOGLE SKETCHUP IS A POWERFUL AND EASY TO LEARN 3D MODELING PROGRAM AND BEST OF ALL, IT IS 100% FREE. STUDENTS IN GRADE 7 ARE GIVEN CREATIVE FREEDOM TO DESIGN ANY BUILDING OR PRODUCT THEY CAN COME UP WITH, WHETHER IT BE A BEACH HOUSE OR A CASTLE ON THE SIDE OF A MOUNTAIN.



PROJECT # 5 - STENCIL DESIGN / SCREEN PRINTING (5 TO 10 MARKS)

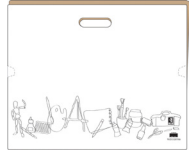
STUDENTS IN GRADE 7 CREATE SIMPLE ONE COLOUR PRINTS ON WHITE T SHIRTS USING PRE-DESIGNED TEMPLATES. BY THE TIME STUDENTS HAVE COMPLETED THIS, STUDENTS SHOULD HAVE A BASIC UNDERSTANDING OF HOW TO USE SCREEN PRINTING EQUIPMENT AND THE PROCESSES INVOLVED. IF TIME ALLOWS, STUDENTS WILL AIRBRUSH THEIR NAMES ON THE BACK OF THEIR SHIRTS.



GRADE EIGHT - PROJECTS

PROJECT # 1 - PORTFOLIO (5 MARKS)

PORTFOLIOS ARE A GREAT WAY TO KEEP ALL YOUR WORK IN ONE ORGANIZED PLACE. THEY ALSO HELP TO KEEP YOUR PROJECT WORK CLEAN AND TIDY. WHEN YOU WANT TO SHOW OFF WHAT YOU HAVE DONE IN GRAPHICS, LOOK NO FURTHER THAN YOUR NEATLY KEPT PORTFOLIO. ALL STUDENTS ARE EXPECTED TO PUT THEIR OWN UNIQUE DESIGNS ON THE FRONT SHOWCASING THEIR TALENTS AND INTERESTS.



PROJECT # 2 - DECAL (5 MARKS)

USING A STATE OF THE ART VINYL CUTTER AND THE SOFTWARE INCLUDED WITH IT, STUDENTS WILL CREATE MULTIPLE DECALS (STICKERS) OF THEIR CHOICE. STUDENTS WILL BE EXPOSED TO USING THE EQUIPMENT AND WILL PRACTICE WEEDING, MASKING, AND PROPER APPLICATION OF THEIR DECALS.



PROJECT # 3 - BUTTON DESIGN (5 MARKS)

IN GRADE 8, STUDENTS USE ADOBE PHOTOSHOP ELEMENTS TO CREATE THEIR OWN 1" AND 1.5" COMPUTER GENERATED BUTTON. THIS PROJECT SERVES AS AN INTRODUCTION TO PHOTOSHOP AND HELPS THE STUDENT LEARN TO USE LAYERS IN PHOTOSHOP. THE FIRST 6 BUTTONS ARE SUPPLIED FREE OF CHARGE AND ADDITIONAL BUTTONS ARE AVAILABLE FOR 50 CENTS EACH.



PROJECT # 4 - CHANGE EYE AND HAIR COLOUR (5 MARKS)

STUDENTS WILL BECOME FAMILIAR WITH USING THE SOFT LIGHT MODE IN PHOTOSHOP WHILE EXPERIMENTING WITH DIFFERENT OPACITY SETTINGS TO CHANGE SOMEONES EYE & HAIR COLOUR. AS AN OPTION STUDENTS WILL ALSO EXPERIMENT USING THE LIQUIFY TO ALTER FACIAL FEATURES.



PROJECT # 5 - HEAT TRANSFER VINYL/SCREEN PRINTING (5 MARKS)

STUDENTS IN GRADE 8 CREATE A MULTIPLE COLOUR T-SHIRT PRINT USING PRACTICES AND EQUIPMENT UTILIZED BY PROFESSIONALS IN THE INDUSTRY TODAY. THE SHIRT WILL HAVE A SINGLE COLOUR SLEEVE PRINT, THEIR LAST NAME (HEAT TRANSFER VINYL) AND A LARGE MULTIPLE COLOUR IMAGE OF THEIR CHOICE ON THE FRONT.



PROJECT # 6 - PHOTO BLENDING (5 MARKS)

STUDENTS WILL TAKE WHAT THEY HAVE LEARNED IN PHOTOSHOP AND EXPAND THEIR SKILLS AND ABILITIES BY LEARNING TO MERGE TWO PHOTOS TOGETHER INTO ONE USING A LAYER MASK. THE ASSIGNMENT CAN BE SOMETHING GOOFY IN NATURE OR VERY REALISTIC LIKE YOU WOULD SEE IN AN ADVERTISEMENT.



PROJECT # 7 - INTRODUCTION TO ADOBE ILLUSTRATOR (5 MARKS)

THIS WILL BE YOUR FIRST INTRODUCTION TO USING VECTORS IN GRAPHIC DESIGN AND COMMUNICATION. STUDENTS WILL BECOME FAMILIAR WITH USING THE BASIC TOOLS IN ILLUSTRATOR AND THEN CREATE AN IMAGE BASED ON ONE OF THE PROVIDED TUTORIALS.



PORTFOLIO

GRADE: 7/8

OUTCOME:

- **CREATE A PORTFOLIO TO STORE YOUR WORK AND EXPRESS YOURSELF!**

MATERIALS:

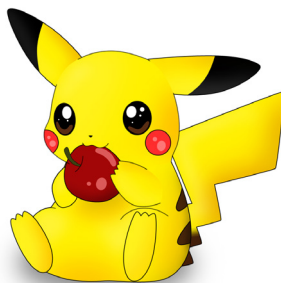
- **SUPPLIED MANILA PAPER**
- **DRAWING PENS OR PENCILS**
- **COLOURING PENS OR PENCILS**

RESOURCES:

- **COMPUTER**
- **MAGAZINE**
- **GRAPHICS LIBRARY**
- **ANYTHING THAT HELPS SHOW OFF WHO YOU ARE AS A DESIGNER!**

YOUR PORTFOLIO MUST CONTAIN:

- **A TITLE - GRAFX/GRAPHIC DESIGN ETC..**
- **NAME/GRADE/ROOM/SCHOOL - ANY CORNER.**
- **TWO OR MORE ELEMENTS OF DESIGN.**
- **TWO OR MORE PRINCIPLES OF DESIGN (GR. 8 ONLY)**
- **SHOW USE OF COLOUR THEORY.**
- **COLOUR.**
- **AT LEAST 70% OF THE FRONT PAGE IN USE.**



DESIGN	/2
ORIGINALITY	/1
COLOR	/1
70% USE	/1
TOTAL	/5

SNEAKER DESIGN

GRADE: 7

TOPIC: SNEAKER DESIGN



A CLIENT OF YOUR DESIGN COMPANY HAS APPROACHED YOU AND ASKED FOR A CUSTOM DESIGNED SHOE. THE SHOE WILL BE SOLD AT A CHARITY AUCTION. BEFORE IT GOES INTO PRODUCTION YOU MUST RENDER (CREATE) A DRAWING OF THE PROPOSED SHOE. YOU MAY CHOOSE FROM A SELECTION OF OVER 100 SHOES FROM THE CATALOGUE YOUR CLIENT HAS PROVIDED.

ONCE YOU HAVE CHOSEN A SHOE FROM THE CATALOGUE GO TO THE STUDENT NETWORK DRIVE, SELECT YOUR SHOE DESIGN FROM THE GRAPHIC DESIGN FOLDER AND PRINT IT. FILE PATH: **COMPUTER/2STUDENT/127 GRAPHIC DESIGN/SNEAKER**

THE CLIENT IS EXPECTING THE FOLLOWING:

- **COLOUR**
- **ORIGINALITY**
- **AT LEAST 2 ELEMENTS OF DESIGN**
- **A THEME**



DESIGN	/2
ORIGINALITY	/2
COLOR	/1
TOTAL	/5

BUTTON DESIGN

GRADE: 7

TOPIC: 1.5" BUTTON DESIGN



OUTCOME:

- CREATE A BUTTON THAT EXEMPLIFIES OR SHOWS OFF ONE OR MORE OF THE ELEMENTS OF DESIGN. IT **MUST** CONTAIN COLOUR.
- TO PRACTICE MANUAL DRAWING/ILLUSTRATION SKILLS THE BUTTON IS TO BE HAND GENERATED.

TIPS:

- TRY TO ABBREVIATE WORDS TO FIT AS MUCH INFORMATION ONTO THE BUTTON AS POSSIBLE WITHOUT OVERWHELMING THE DESIGN. GRAPHICS ROCKS! = GRAFX ROX.
- USE COLOUR THEORY TO HELP GIVE YOUR DESIGN THAT EXTRA EYE CATCHING FLARE.
- APPLY YOUR COLOURS FROM LIGHTEST TO DARKEST AND TRACE PARTS OR ALL OF YOUR FINAL DESIGN WITH A FINE TIP BLACK MARKER.

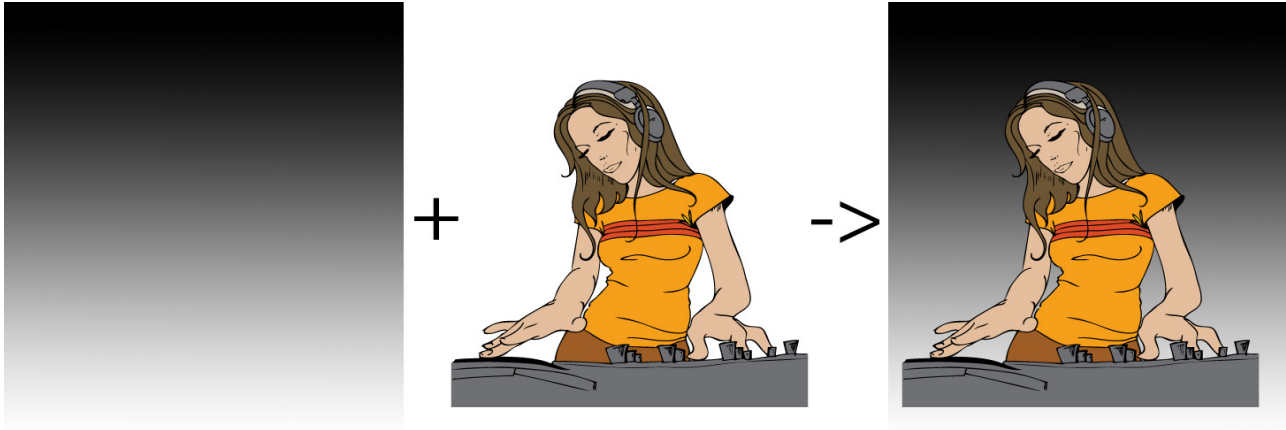


DESIGN	/2
ORIGINALITY	/2
COLOR	/1
TOTAL	/5

BLENDING PHOTOS

GRADE: 8

TOPIC: PHOTOSHOP – PHOTO BLENDING



OUTCOME:

- USING PHOTOSHOP AND THE SUPPLIED TUTORIAL YOU WILL BLEND TWO PHOTOS INTO ONE. USE THE WAVE AND FERRARI IMAGES AS YOUR PRACTICE IMAGES.
- ONCE THE TUTORIAL IS COMPLETED USING THE SUPPLIED PHOTOS YOU WILL CHOOSE TWO OR MORE PHOTOS OF YOUR OWN TO BLEND TOGETHER AND PRINT OUT TO KEEP FOR YOURSELF. THE PHOTOS AND TUTORIALS ARE LOCATED IN THE FOLLOWING FILE PATH: **COMPUTER/2STUDENT/GRAPHIC DESIGN/ADOBE PHOTOSHOP/BLEND 2 PHOTOS.**

MATERIALS:

- COMPUTER LOADED WITH PHOTOSHOP ELEMENTS 10.
- TUTORIAL.
- AS AN OPTION YOU CAN USE A WACOM DRAWING TABLET TO HELP BLEND THE PHOTOS. LOOK IN THE DRAWER LABELED “DRAWING TABLETS” BY MR. VAN CAEYZEELE’S DESK.

RESOURCES:

- TUTORIALS
- MR. VAN!

DON'T FORGET!
CHOOSE ONLY HIGH QUALITY
IMAGES TO BLEND TOGETHER.

BLENDING QUALITY	/3
ORIGINALITY	/2
TOTAL	/5

CHANGE EYE AND HAIR COLOUR

GRADE: 8

TOPIC: PHOTOSHOP – CHANGE EYE/HAIR COLOUR

OUTCOME:

- USING PHOTOSHOP AND THE SUPPLIED TUTORIAL YOU WILL CHANGE A MODEL FROM THE GRAPHIC LIBRARIES EYE AND HAIR COLOUR.
- ONCE THE TUTORIAL IS COMPLETED USING THE SUPPLIED PHOTOS YOU WILL TAKE A PICTURE OF A CELEBRITY AND CHANGE THEIR EYE AND HAIR COLOUR.
- THE PHOTOS AND TUTORIALS ARE LOCATED IN THE FOLLOWING FILE PATH:
COMPUTER/2STUDENT/GRAPHIC DESIGN/ADOBE PHOTOSHOP/CHANGE EYE & HAIR COLOUR

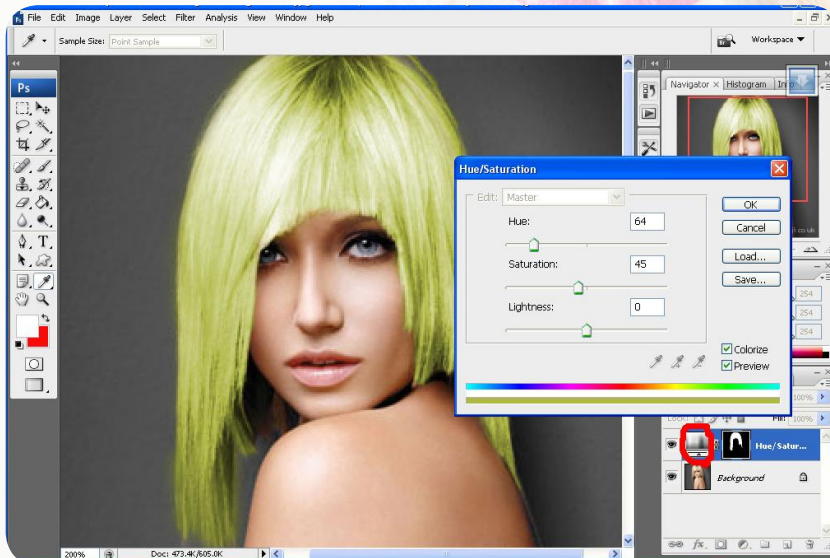
MATERIALS:

- COMPUTER LOADED WITH PHOTOSHOP ELEMENTS 10
- THIS TUTORIAL
- AS AN OPTION YOU CAN USE A WACOM DRAWING TABLET TO HELP COLOUR YOUR HAIR/ EYES. LOOK IN THE DRAWER LABELED “DRAWING TABLETS”.

RESOURCES:

- TUTORIALS
- MR. VAN!

REMEMBER: CHOOSE ONLY HIGH QUALITY IMAGES!



ATTENTION TO DETAIL	/3
ORIGINALITY	/1
COLOUR	/1
TOTAL	/5

BUTTON DESIGN

GRADE: 8

TOPIC: 1" & 1.5" BUTTON DESIGN USING PHOTOSHOP



OUTCOME:

- CREATE A BUTTON THAT EXEMPLIFIES OR SHOWS OFF ONE OR MORE OF THE ELEMENTS OF DESIGN. IT **MUST** CONTAIN COLOUR.
- YOUR DESIGN MUST SHOW USE OF COLOUR THEORY, AND AT LEAST ONE PRINCIPLE AND ELEMENT OF DESIGN. (COLOUR DOES NOT COUNT AS ONE OF YOUR ELEMENTS).
- YOU WILL LEARN THE BASIC TOOLS FOR USING ADOBE PHOTOSHOP BY CREATING THREE(3) – 1" BUTTONS AND THREE(3) – 1.5" BUTTONS USING THE PROVIDED TEMPLATE IN ADOBE PHOTOSHOP.

TIPS:

- TRY TO ABBREVIATE WORDS TO FIT AS MUCH INFORMATION ONTO THE BUTTON AS POSSIBLE WITHOUT OVERWHELMING THE DESIGN. GRAPHICS ROCKS! = GRAFX ROX
- THE BUTTON TEMPLATE IS LOCATED IN UNDER **COMPUTER/2STUDENT/GRAPHIC DESIGN/ADOBE PHOTOSHOP/BUTTONS** AND IS NAMED: **1&1.5 BUTTON TEMPLATE**



DESIGN	/2
ORIGINALITY	/2
COLOR	/1
TOTAL	/5

FACE SWAP

GRADE: 8

TOPIC: FACE SWAP



OUTCOME:

- USE ALL OF YOUR NINJA PHOTOSHOP SKILLS TO MAKE AN AWESOME FACE SWAP. I.E. – TAKE SOMEONES FACE AND SWITCH IT WITH AN OBJECT OR ANOTHER FACE TO CREATE AN AMUSING IMAGE.
- LEARN HOW TO USE THE LASSO TOOL.
- USE SKILLS ACQUIRED IN PRIOR PROJECTS TO MAKE YOUR FACE SWAP LOOK AS REAL AS POSSIBLE.

TIPS:

- MAKE SURE TO USE IMAGES THAT HAVE A SIMILAR ANGLE I.E. – BOTH HEADS LOOKING IN THE SAME DIRECTION.

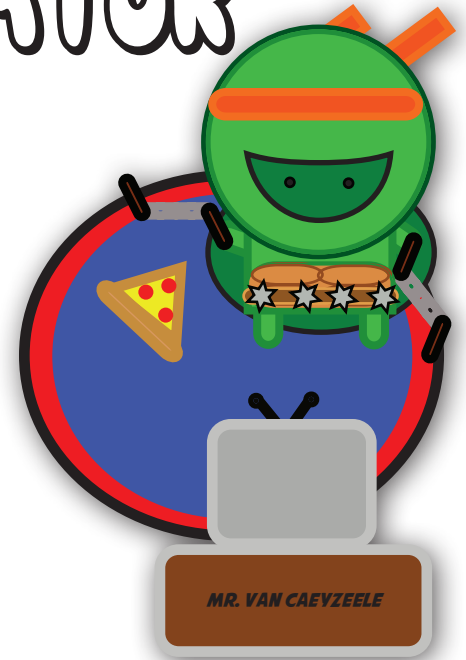


QUALITY OF BLENDING	/2
CHOICE OF IMAGE	/2
FINAL PRODUCT	/1
TOTAL	/5

ADOBE ILLUSTRATOR

GRADE: 8

TOPIC: ADOBE ILLUSTRATOR – GANG OF NINJAS



OBJECTIVE:

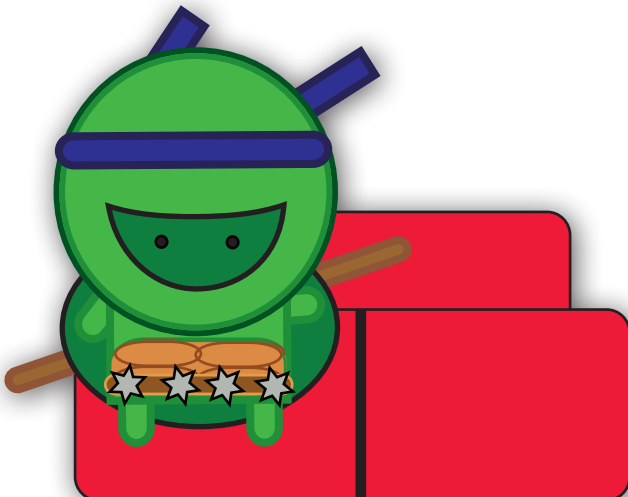
- COMPLETE THE FIRST TWO TUTORIALS THEN CREATE A GANG OF VECTOR NINJAS.
- BE ABLE TO IDENTIFY THE DIFFERENCE BETWEEN RASTER AND VECTOR IMAGES.
- UNDERSTAND THE DIFFERENCE BETWEEN STROKE AND FILL.
- BECOME A MASTER IN THE ART OF VECTOR GRAPHICS!

MATERIALS/RESOURCES:

- COMPUTER LOADED WITH ADOBE ILLUSTRATOR.
- TUTORIALS
- MR. VAN



ADOBE ILLUSTRATOR IS A POWERFUL VECTOR BASED PROGRAM. WHILE IT TAKES SOME TIME TO MASTER THE BASICS, YOU WILL FIND NEAR LIMITLESS POSSIBILITIES ONCE YOU MASTER THE BASIC TOOLS.



PROPER USE OF TOOLS	/1
TUTORIALS	/2
FINAL PRODUCT	/2
TOTAL	/5

VINYL CUTTER

GRADE: 8

TOPIC: VINYL CUTTING AND DECALS



OBJECTIVE:

- **CREATE A DECAL TO BE PLACED ON A SPECIFIC OBJECT AND/OR PLACE USING ROLAND CUT STUDIO IN CONJUNCTION WITH THE ROLAND GX-24 VINYL CUTTER.**

MATERIALS:

- **1 SHEET OF VINYL (ADDITIONAL SHEETS ARE \$1)**
- **ROLAND GX-24 VINYL CUTTER.**
- **COMPUTER LOADED WITH ROLAND CUT STUDIO.**
- **PRE-MASK.**
- **SQUEEGEE/TWEEZERS.**

CONSIDER MATERIALS TO WHICH VINYL CAN BE APPLIED. METAL, PLASTIC AND PAINTED WALLS ARE GREAT PLACES BUT BARE WOOD OR ROUGH SURFACES WILL NOT ACCEPT VINYL. IF APPLIED PROPERLY ON THE CORRECT SURFACE YOUR DECAL SHOULD LAST FOR MANY YEARS. YOU MUST CREATE AT LEAST ONE TEXT AND ONE IMAGE DECAL ON YOUR SUPPLIED SHEET OF VINYL. SOME PLACES DECALS ARE COMMONLY APPLIED: PHONE, CAR, WALL, VIDEO GAME SYSTEM, LAPTOP, WATER BOTTLES, BIKES, AND MANY MORE. YOUR IMAGINATION IS THE LIMIT!



WEEDING	/3
PRE MASK APPLICATION	/2
QUALITY OF DECAL	/1

TOTAL /5

HEAT TRANSFER MATERIAL

GRADE: 8

OBJECTIVE:

CREATE A CUSTOM NAME BAR TO BE HEAT PRESSED ON THE BACK OF YOUR T-SHIRT. USE THE VINYL CUTTER TO CREATE THE NAME BAR. REMEMBER TO MIRROR THE IMAGE OR YOUR NAME WILL BE BACKWARDS!

MATERIALS:

- 50MM X 300MM SHEET OF HEAT TRANSFER VINYL.
- ROLAND GX-24 VINYL CUTTER.
- COMPUTER LOADED WITH ROLAND CUT STUDIO.
- HEAT PRESS SET AT 350 DEGREES FAHRENHEIT.
- TWEEZERS.
- RULER



ONCE YOU HAVE CREATED YOUR TEXT USING THE DESIRED FONT, RE-SHAPE IT TO FIT ON YOUR SUPPLIED PIECE OF VINYL. YOU SHOULD KNOW HOW TO DO THIS FROM MAKING YOUR DECAL IN THE LAST ASSIGNMENT. IF NOT, REFER TO THE VINYL CUTTER TUTORIAL.

REMEMBER TO MIRROR YOUR IMAGE BEFORE CUTTING OR ELSE IT WILL BE BACKWARDS WHEN YOU PUT IT ON YOUR SHIRT!



REGISTRATION ON SHIRT	/2
PROPER USE OF MACHINE	/2
PROPER USE OF MATERIAL	/1
TOTAL	/5

SCREEN PRINTING

GRADE: 7/8

TOPIC: 1-4 COLOUR PLASTISOL SCREEN PRINTING

OUTCOMES:

- LEARN TO PREPARE SCREENS FOR THE APPLICATION OF LIGHT SENSITIVE EMULSION.
- OBSERVE THE PROCESS OF APPLYING LIGHT SENSITIVE EMULSION TO A SCREEN.
- BURN OR "SHOOT" A SCREEN IN THE EXPOSING UNIT USING ONE OF THE PRE DESIGNED POSITIVES.
- WORK IN A GROUP TO PRINT A SINGLE OR MULTIPLE COLOUR DESIGN ONTO A T-SHIRT.
- USE A HEAT PRESS OR CONVEYOR DRYER AT THE CORRECT TEMPERATURE TO SAFELY CURE PRINTED INK ON A SHIRT.



MATERIALS/TOOLS:

- 20 X 24 SCREEN COATED IN LIGHT SENSITIVE EMULSION
- SQUEEGEE AND INK SPATULA
- INK COLOUR OF CHOICE
- SCREEN CAROUSEL
- FLASH UNIT
- T-SHIRT
- CONVEYOR DRYER



REGISTRATION	/5
PRINT QUALITY	/5

TOTAL	/10
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NOTES:

- PLASTISOL INK NEVER DRIES UNTIL HEAT CURED, SO HANDLE IT WITH CARE!
- WEAR A SHOP COAT TO PROTECT YOUR CLOTHES.
- WASH HANDS AND CLEAN AREA IMMEDIATELY IF INK IS SPILLED.

GOOGLE SKETCHUP

GRADE: 7



TOPIC: BUILDING / PRODUCT DESIGN

YOU HAVE BEEN EMPLOYED BY A COMPANY TO CREATE NEW AND MODERN DESIGNS FOR THEIR PRODUCT AND BUILDING MARKET. YOU MAY CREATE A NEW BUILDING OR PRODUCT. THE BUILDING MUST APPEAL TO THE PUBLIC WHILE MAINTAINING FUNCTION.

OUTCOME:

- USING THE KNOWLEDGE GAINED IN THE PREVIOUS LESSONS / TUTORIALS CREATE A MODERN BUILDING OR PRODUCT SHOWING THE USE OF COLOUR THEORY AND THE ELEMENTS OF DESIGN.
- THINK ABOUT LINE AND SHAPE WHEN CREATING YOUR PROJECT.
- UTILIZE TEXTURES WHEN COLOURING YOUR BUILDING / PRODUCT TO GIVE IT DEPTH.

YOUR DESIGN MUST:

- INCLUDE COLOUR.
- INCORPORATE AT LEAST **2** ELEMENTS OF DESIGN.
- HAVE ALL THE FEATURES A TYPICAL BUILDING WOULD HAVE. I.E. - DOORS, WINDOWS, ROOF, WALLS, SHINGLES, PAINT, SIDING ETC.
- INCLUDE EXTRAS I.E. - TREES, DECKS, SOLAR PANELS, ROOFTOP GARDENS, AND ANYTHING ELSE TO MAKE YOUR DESIGN UNIQUE.
- SHOW ATTENTION TO DETAIL BY INCLUDING ALL THE FEATURES OF THE NEW PRODUCT LIKE BUTTONS, SWITCH, LABELS, SCREEN, HEADPHONE JACK, ETC.
- PRESENT THE PRODUCT / BUILDING IN AN APPEALING WAY TO ME. I.E. - THE CUSTOMER.



TO PRINT YOUR DESIGN YOU MUST GO TO FILE ⇒ EXPORT ⇒ 2D GRAPHIC AND SAVE YOUR IMAGE. YOU CAN DO THIS MULTIPLE TIMES TO GET DIFFERENT VIEWS. OPEN YOUR FILE AND PRINT THE PICTURE AFTER EXPORTING IT.

ORIGINALITY	/5
ATTENTION TO DETAIL	/3
COLOUR	/1
PRESENTATION	/1
TOTAL	/10