Student Name   Date

Graphic Communications:

Design and Illustration: Principles & Elements of Design Exercises

(ACCT-GPD-4, ACCT-GPD-5, ACCT-GDP-8)

Objective: Given a lecture with notes, complete the following exercises. Student must complete the project with an 70% or higher proficiency rate.

Exercise 1: Lines (20 points)
1. Divide a page into four units.
2. Draw a curving line from corner to corner in each square
3. Draw different types of lines of varying direction and qualities (thick, think, curvy, straight)

Exercise 2: Shapes (20 points)
Design 5 shapes that have similar qualities. For example, you can useangular shapes (triangles, squares, etc.) or curving shapes.

Exercise 3: Color (20 points)
1. Look at the color on the samples provided. You'll determine the appropiateness of the color for each.
2. Answer the following questions about each sample.
    • Is it appropriate for the subject matter and audience?
    • What feelings and/or ideas or communicated/expressed?

Exercise 4: Texture (20 points)
1. Using paper and crayons to make rubbings of textured surfaces. You'll wander around the classroom and lab.

Exercise 5: Balance (20 points)
1. Create a symmetrical design on the 5" square provided using the black shapes provided.
2. Create an asymmertical design on the 5" square provided using black shapes provided.

TOTAL Points Earned:

SCORE:

Student Name   Date

Graphic Communications:
Design & Illustration: Re-create the Flyer
(ACCT-GPD-4, ACCT-GPD-5, ACCT-GPD-8)

Objective: Given a computer loaded with a design program, a sample and a grading rubric, produce & output a flyer that includes uses the principles & elements of design. Student must complete the project with an 70% or higher proficiency rate.

Project Brief: You've been asked to design a flyer for the Graphic Communications Program. The best flyer will be used to promote the program.

Project Specs:
>
> Use the text as art (see attached sample)
> Program to use: InDesign
> Colors: Black plus 1 spot color (PMS 255)
> Size: 8.5 x 11   Thumbnails 4
> Bleed: .125"   Roughs: 1
> Number of Completed Flyers: 1

Header: Graphic Communications:
>
> The coolest class in school!

Sub-Header: You ask "why"? How can we count the ways?!

Body copy: (developed by previous students)

1. No Homework!!!
    We do all of our work in class!
2. We LOVE Mrs. Knight!
    Mrs. Knight makes class fun! She makes sure we get it and we do our best! Did we tell you? She's funny!
3. Be creative!
    Make your own art on the computer!
4. Break time!
    We get a 12 minute break in the middle of class.
5. Make T-shirts!
    We screen print our designs on a shirt! How cool is that!
6. Computer fun!
    Get a grade for playing on the computer. Assignments are computer based. You'll learn PhotoShop, Illustrator,
    & InDesign!
7. Met new people!
    All the county schools come here. We met them all!
8. Can you say break!
    Break is fun! We hang out with everybody in all of the other classes!
9. Leave your home school!
    We leave our school to come here! You know you'd like to leave your school too!
10. Did we mention? No homework!

For more information, contact:
Hillari Z. Knight
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Floyd County Schools College & Career Academy
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Name_____ Date_____ Block/Day _____

Graphic Communications Flyer
Project Grading Rubric

	WORTH	YOUR SCORE	FINAL SCORE

• Followed Directions?
- • Booted the computer and logged in — 3 points
- • Selected the appropriate layout software — 3 points
- • Used the digital dictionary, spell checker, and automatic page hyphenation — 8 points
- • Demonstrated knowledge of paletes & menus — 8 points
- • Demontrate text alignment — 8 points
- • Drew 4 Thumbnails — 8 points
- • Drew a rough — 8 points
- • Designed & produced a document using desired fonts, formatting, margins, trims folds and proper leading — 8 points
- • Set up column grids for page layout according to job description — 8 points
- • Proofread, edit and makke corrections/adjustments to copy on screen — 8 points
- • Met the dealine — 5 points
- • Thoroughly competed the self-critique — 5 points

• Bonus? — 20 points
Creative use of layout, research, etc. (given at the teacher's discretion)

TOTAL POINTS — 100 points

I was/wasn't pleased with my results because

Is the design good? Why/why not?

This assignment helped me to understand

COMMENTS (for instructor use only):

Graphic Communications

You ask "Why"? How Can we count the ways?

1. No HoMe WorK!!!!!
We do all of our work in class!

3. Be CreAtivE!
Make your own art on the computer!

2. We LOVE Mrs. KniGhT!
Mrs. Knight makes class fun! She makes sure we get it and makes us do our best! Did we tell you? She's funny!

4. BrEak TiMe!
We get a 12 minute break in the middle of class.

5. LeAve tHe hOmE sChoOl!
We leave our school to come here! You know you'd like to leave your school too!

6. Make T-sHirtS!
We screen print our designs on a shirt! How cool is that!

7. ComPuTer FuN!
Get a grade for playing on computers. Assignments are computer based. You'll learn PhotoShop, Illlustrator, and InDesign.

10. Did We MeNtiOn NO HoMeWorK!

8. Can YoU SaY BreAk!
Break is fun! We hang out with everybody in all of the other classes!

9. MeEt nEw PeoPlE!
All the schools come here. We met them all!

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