



Syllabus **101**

**Introduction to Graphic Design**  
**Tech 1 & 2 - Digital Media**  
Instructor-William Shelor

SY 2016-2017  
Periods 1 & 6  
Kealakehe High School  
M-101 Lab





Instructor  
William R. Shelor  
Graphic Design

Kealakehe High School  
M-101 Lab  
<http://khsgraphicdesign.weebly.com/>  
School Phone # 808-808-313-3736  
waveridertimes@gmail.com

## Introduction to Graphic Design Tech 1 & 2 Digital Media

### Course Description

Familiarization to form and message development. Emphasis on visual concepts and fundamental design theory.

This course will include lectures, group discussions, presentations and creative work. Participation in discussion and critique is vital to the success of this class. Class assignments will include finding designed artifacts, doing research, reading from handouts, and making presentations.

### Course Goals and Student Learning Objectives

The goal of this course is to further your understanding of the basic objectives, principles, and methods used in graphic design. The projects described here are designed to provide a range of opportunities for creative problem solving within practical constraints.

### Course Content Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1 - recognize vocabulary and visual language for **graphic design/digital media**
- 2 - demonstrate an understanding of motion graphic design principles;
- 3 - identify methods and processes for conceptualizing in time-based media;
- 4 - build various visual elements (diagramming, story boarding, key framing, etc.);
- 5 - exhibit applied knowledge of synthesis of form and content;
- 6 - develop innovative forms and styles based on the design concept;
- 7 - organize information to make compelling and experimental visual expressions for presentation.
- 8- create print-ready & digital video products that are aligned to the standards, protocol, and excellence of industry leaders.

### Classroom Protocol:

We are involved in a mutually beneficial communal learning experience, one that requires full attention and respectful behavior toward all members of the class. In order to maximize the learning experience, students are requested to observe the following etiquette guidelines:

- Students must take every step necessary to minimize distractions during class.
- Students are expected to arrive on time and to remain in class until the class is over, or excused. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before class and take pains not to disturb other students when you leave.
- Electronic devices not directly pertaining to your participation in this class must be turned off and put away before class starts. This means you may not place or receive calls, messages, play games, check e-mails, surf the web, pop into Facebook, Twitter, and any other similar applications.
- Computers **are to be used for course related purposes** only during the session.
- Please do not eat during class.
- Socializing during lectures or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.





Instructor  
William R. Shelor  
Graphic Design

Kealakehe High School  
M-101 Lab  
<http://khsgraphicdesign.weebly.com/>  
School Phone # 808-808-313-3736  
[waveridertimes@gmail.com](mailto:waveridertimes@gmail.com)

### Grading Scale

A	90-100%
B	80-89%
C	70-79%
I	65-69%
F	below 65%

### Participation and Preparation

5 points per day-for being on-time and working consistently with a good attitude

### Tutorials

### Reflections

### Article Summaries

### Portfolio Website

### Exams/Quizzes/Testa

### Design Projects

Outside of Class Community Projects-Lavaman Triathlon  
MayNight-Graduation -Some Participation Required



## Introduction to Graphic Design Tech 1 & 2 Digital Media

### Grading Policy:

The project and course performance will be evaluated according to the following components Each project (2 or more) will be graded upon completion and assigned a letter grade according to Mer Shelor's class policy—A through F. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Students must talk to Mr Shelor about their grade requirements and possible remedies should they see an I grade in their Infinite Campus Gradebook.

### Grading Scale:

A-, A, A+ = Excellence (3.7–4.0)

Student consistently delivers creative and high quality work and demonstrates the ability to explore a wide range of alternative options as well as the ability to make intelligent and informed decisions on the final solution. Student is able to refine final solutions to instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and verbally. Well-crafted and informed arguments support any and all design decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort in work and in class. Student maintains at all times a positive attitude and commitment towards the profession, classmates, the instructor and their own development. Student participates in all regularly scheduled classes. Overall, student meets and exceeds the requirements of the course.

B-, B, B+ = Very good work (2.7–3.6)

Student demonstrates an above average effort in all areas. Work is complete and demonstrates no craft or technical problem areas. Student shows the ability to communicate decent rationale for design decisions and demonstrates improvement in all areas of professional development as a designer. Student maintains a positive attitude and involvement in all coursework and class activities.

C-, C, C+ = Adequate, average work (1.7–2.6)

Student produces the minimum work required at an average quality level and provides basic explanations for design decisions. Student demonstrates a basic understanding of the principles presented in class and may have some craft and technical problem areas. Student demonstrates average participation in all regularly scheduled classes.

I= Poor work and lack of effort

Student produces the minimum work required at below average quality and demonstrates little understanding of the principles

F = Failure to meet the course requirements (0.0)

Student demonstrates a lack of understanding of the basic principles discussed in class and is unable to convey creative and craft and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or critiques, and demonstrates little commitment to learning and their own development. Student shows little participation and/or is consistently late for class.



Instructor  
William R. Shelor  
Graphic Design

Kealakehe High School  
M-101 Lab  
<http://khsgraphicdesign.weebly.com/>  
School Phone # 808-808-313-3736  
[waveridertimes@gmail.com](mailto:waveridertimes@gmail.com)

## Introduction to Graphic Design Tech 1 & 2 Digital Media

### Aloha From Mr Shelor

Looking forward parents and students to a great WAVERIDER year in this class. Successful completion of this class will give advanced skills in Graphic Design and Digital Media that can be used for placement into design colleges, and/or help you create your own business.

The information in this syllabus is meant to be read, as it provides you with the roadmap needed for success in this class. Please take a moment to sign, tear off, and return this page back to the instructor Mr Shelor for a grade of 10 possible points. This should be signed and returned no later than Friday August 5th.

OPEN HOUSE for parents, students, and families is on August 24th from 5-7pm. Come and see what things are going at at KHS. Please sign and date to show that you and your child/student have read and understand this lengthy letter about classroom expectations for Graphics Tech 1 & 2, and Digital Media.

Student's Name & Initial \_\_\_\_\_

Parent Guardian Signiture \_\_\_\_\_

Parent/Guardian Printed Name \_\_\_\_\_

Best Way To Contact Guardian \_\_\_\_\_

Cell Phone# \_\_\_\_\_ Email address \_\_\_\_\_

