

# GRAPHIC DESIGN



**DESCRIPTION:** Graphic designs surround us in everything from advertisements to products. We wear graphics, enjoy graphics, see them on everything from food products to underwear. Some graphics are so easily recognized that their name isn't even needed, such as the red, white and blue Pepsi emblem. The purpose of most graphics is to draw attention and evoke an emotional response. That response can vary from a smile to anger or even sweet memories. The most effective response is one of humor or trust.

**TASK:** Your task will be to produce five graphics projects from the list below

Note Pad  
Heat transfer  
Silk screen

Flyer  
Web page header  
Video/CD/or DVD cover

Logo  
Yearbook cover  
Personal creation\*

Pictograph  
Yellow page ad  
Creation for a client\*

\*must be pre-approved by teacher



**GUIDELINES/PARAMETERS:** The following should be adhered to when completing the five required projects

1. All designs must be approved before final transfer or print is performed to final media
2. All designs must be original
3. All designs must follow elements of good design as introduced in class, supplied information via textbook, internet or handouts
4. All designs/projects should be desirable to a broad range of viewers. Thus, gang signs, drug related graphics or other tasteless graphics will not be allowed. If unsure check with the teacher.
5. Whenever possible, endeavor to find a suitable client or target audience for each project, whether that is a particular company, group, school, age group, etc.
6. A plan to sell, advertise and/or distribute your final project to target audience is **required**. Proof as to its desirability is required, can be shown as an order form, proof of internet sites selling the item, auction site hits, etc.
7. A report about a career associated with graphic design is **required** and must be signed-up for in advance. Only one person per career and an oral presentation and/or PowerPoint presentation must be given to the class. The following components must be presented:
  1. Career name
  2. Salary range & beginning salary
  3. Schooling required
  4. Occupational outlook
  5. Number currently employed
  6. Companies currently employing the chosen career (locally & nationally)
  7. Duties performed
  8. Dress required

**Optional:**

1. Include data for females/males employed
2. Include graphs indicating any data above

**ADDITIONAL CREDIT:**

Entries may be suitable into State competition. (See Expo & State Contest guidelines to determine eligibility)