

**Course:** Visual Arts & Multimedia (ARV)

**Level:** Cycle 2: Secondary 5

### **Course Description & Objectives**

The Visual Arts & Multimedia course is an introduction to Digital Arts and Graphic Design. This course provides students with an overview of the principles of layout and design (for both print and web) and a basic to intermediate skill level in essential digital art programs, including: Photoshop; Illustrator; and InDesign. The Visual Arts & Multimedia class is responsible for the creation of the school yearbook.

### **Course Topics**

#### **Photography:**

An overview of digital photography: introduction to the equipment; the digital process; exposure, light & colour; composition and essential techniques (e.g. rule of thirds & depth of field); studio equipment, set-up and best practices; posing and working with subjects.

As part of their final project, students will be expected to take photographs throughout the year both on-location and in-studio.

#### **Adobe Photoshop:**

Students will learn the essentials of working with Photoshop both to retouch the photographs that they have taken but also to create their own digital images. Topics will include: file management; document set-up; basic tools; retouching photographs (e.g. colour, tone & level adjustments, resizing and cropping, removing red-eye & blemishes, etc.); transforming images (e.g. working with selections, working with layers, masks, colour & gradients; drawing and painting tools); working with type.

#### **Adobe Illustrator:**

Students will learn the essentials of working with Illustrator and vector images. Topics will include: file management; document set-up; basic tools; working with layers; selection and alignment; creating and editing shapes; transforming objects; drawing with the pen tool; working with image trace; colour & live paint; working with type; logo creation.

#### **Adobe InDesign:**

Students will learn the essentials of working with InDesign. Students will use InDesign to lay-out the school yearbook. Topics include: file management; document set-up; basic tools; working with images; working with text (e.g. font, size, colour, alignment, tracking); printing and exporting.

#### **Principles of Layout & Design:**

Students will learn the basic principles of layout & design, be aware of different styles and genres, and critically observe the work of professionals in the field. Students will be expected to apply these principles and techniques to their own work throughout the year.

### **Final Project:**

Students in the Visual Arts & Multimedia course will work on a year-long project – the school yearbook. The class will be responsible for all aspects of the yearbook from the start to finish.

### **Other Projects:**

Given time and student interest, other topics and software may be introduced to students as a class or as a personal project, including: videography and video editing (FinalCutProX); music (GarageBand); digital animation (ToonBoom); 3D modelling (Blender).

### **Assessment**

The table below describes the specific competencies and the relative weighting for this subject.

COMPETENCY	DESCRIPTION	WEIGHTING
1 Creates Media Images	The first competency focuses on the student's technical skill in creating his/her projects. The student's process and work-flow will be evaluated as part of this mark. The final product will be assessed for both the quality and complexity of the work.	80
2 Appreciates Images	The second competency focuses on the student's ability to understand and apply the basic rules of design; work within specific styles and genres; and deconstruct and reproduce the techniques of professionals in the field.	20

### **Note**

Multimedia computer labs and Edmodo.com are used at school for all projects and assignments.