Course Outline Syllabus

Microsoft & Adobe Licensing | Graphic Design | Coding | Web Design | Business Proposal

Microsoft & Adobe Certifications

Microsoft Word
Microsoft Power Point
Microsoft Excel
Adobe Photoshop

Student Language Test Resource: *https://www.youtube.com/watch?v=QCjhooE6M_8*
Review Test Scores: https://youtu.be/k34GGCu2Dp4
Guide for Notebook Set-Up: https://youtu.be/Vu0lXalhiRs

Please visit Gmetrix.net and Support.Microsoft.com to set up your notebook for an alternative formative assessment aside from your summative test scores to increase your average!

Graphic Design | StudentPortfolioNY.com

Note: Create a folder called: "Graphic Design"

Car Design
Andy Warhol Project (3 Projects)
Zombie Project
Color Focal Point (10 Images)
Black & White Text Portrait
Color Text Portrait
Splatter Dispersion
Poster Portrait
Line Drawing (10 Images)
Name Portrait (2 Projects)
Logo Design
Roy Lichtenstein Comic Design
Water Portrait
Statue Portrait
Business Card
Radial Blur (10 Images)
Sneaker Design (3 Images)
NFT Design (5 Images)

Adobe Photoshop Project Rubric

Teacher

Comments

Project Criteria	1 25%	2 50%	3 75%	4 100%
Basic Computer Skills with Toolbars	The student has no ability to follow directions and displays very poor computer literacy skills.	The student barely follows directions and shows some computer literacy skills.	The student follows directions regularly and shows above-average computer literacy skills while using the correct tools when appropriate.	The student exhibits a complete understanding of class dynamics and displays exceptional skills with computer media and tools.
Higher Level Thinking Skills	There are no original ideas present in the document.	The ideas are partially original and applied to the project.	The student's ideas are mostly original and applied to the project.	The student has unique work in which all ideas have been used and expanded upon.
Layers & Transparencies	There are no layered graphics applied to this project.	The student used at least two layers in the project without naming them.	The student used many layers in the project, but only some have names and transparencies.	The student used many layers and transparencies in the project, named and organized each one, and placed the correct graphics at the top of the layer menu.
Positive & Negative Spatial Focal Points	The student shows no organization of image placement.	The student loosely organized the images and has no focal point.	The student placed the images in a clear manner yet developed an unclear focal point.	The student placed the images in a clear manner and made effective use of space with a clear focal point.
File Management	The student has not saved their document.	The student saved the document but cannot locate it.	The student saved and named the document to a specific location.	The student saved and named the document inside a subfolder under the appropriate file name.

Coding | CodeAcademy.com

Complete HTML5 and CSS Training. This is the final step needed to make it up to Website Development. You will learn How to interpret an HTML file tree, and edit pages using Cascading Style Sheets (CSS).

Web Design | Mobile Responsive Web Training Tutorials

Please watch the 15 sequential videos, and use the skills learned in Graphic Design and CodeAcademy.com make five different mobile responsive websites in HTML, CSS, Java Script, & the Bootstrap mobile ready framework.

Please watch the 14 sequential videos. The **Default Website Design** is the 1st website you will create. Please complete the tutorials in order.

Video 1 | Top Slider Images & Headlining Text

Video 2 | Use Photoshop To Place a Logo on a Website

Video 3 | Use Photoshop To Place a Favicon Icon on a Website

Video 4 | Insert a Title Description on a Website's page

Video 5 | Complete the About Section & Connect Social Media Icons

Video 6 | Insert Google Map and Link it to a website

Video 7 | Complete a Contact Form and Contact Links of a Website

Video 8 | Insert a Photo Gallery (Part 1)

Video 9 | Insert a Photo Gallery (Part 2)

Video 10 | Services Section of a Website Content links (Part 1)

Video 11 | Services Section of a Website Insert Icons (Part 2)

Video 12 | Connecting Downloadable Documents to a Website

Video 13 | Delete a Section of a Website

Video 14 | Linking Pages & Sections of a Website

[Web Design](#) | Website Themes

1. Default Website

Student portfolio and online resume website for college and the workforce.

[Content Submission Form](#)
[Download Default Website](#)

2. Treble Website

Students will create a restaurant menu website based on student culture, food, and family heritage.

[Download Treble Website](#)

3. Flipper Website

Students create a biography website based on an artist or musician with ticket sale & merchandise links.

[Download Flipper Website](#)

4. Wisdom Website

Students will create a travel agency website design based on student's country of origin, culture, cities, and travel.

[Download Wisdom Website](#)

5. Boomerang Website

Students will redesign Nike's website using their content completely for educational value and assessment.

[Download Boomerang Website Theme 1](#)
[Download Boomerang Website Theme 2](#)

Business Proposal

Students will create their own business and use Microsoft skills attained to create a company letterhead and a company Power Point. Students will use graphic design skills to design business cards, a logo, and create social media campaign with unique company branded banners. Students will use their coding skills to design a mobile responsive website for their company.

Business Proposal Requirements

- Business Proposal
- Company Logo
- Company Slogan
- Social Media Advertising
- Company Business Card
- Company Letterhead
- Company Website Design
- Company Power Point for Potential Clients/Employees

Assignment 1: Professional Business Proposal (24 pts.) Total

Write a business proposal in unbound report format. It must be a minimum of one page single spaced 200 words. Every item needs a detailed explanation. All the content should be placed inside a sub folder for the team to use accordingly.

1. Name of your business

2. Hours you will be open

3. What do you do? (Fix, sell, build, feed, serve, or help others?)

4. Location of the business. Is it a small, rural community or a large, urban community? Where in the town will you be located? Actually, choose a location. Explain why that location will be good for your business.

5. Identify the competition in your business area and location.

6. How many employees will you need? You must have at least 3. What specific positions will these employees hold?

7. Why do you think your business will succeed?

8. Graphics to help convey your ideas could be photos, organization chart, map, website link or archive for images.

Assignment 1 Rubric: Professional Business Proposal (24 pts.)

CATEGORY 4 points each	4	3	2	1
Organization	Information is very organized with well-constructed paragraphs and subheadings.	Information is organized with well-constructed paragraphs.	Information is organized, but paragraphs are not well-constructed.	The information appears to be disorganized.
Amount of Information	All topics are addressed, and all questions answered with at least 2 sentences about each.	All topics are addressed, and most questions answered with at least 2 sentences about each.	All topics are addressed, and most questions answered with 1 sentence about each.	One or more topics were not addressed.
Content & Information	Students have included all of the required information and content and have gone beyond to include additional text and/or information that contribute to the overall quality of the document.	Students have included most of the required information and content with some omissions. OR The students did include additional text or information to enhance the quality of the document.	Students have included some of the required information and content with some omissions. The students did not include additional text or information. .	Several required areas of information have been omitted.
Mechanics	No grammatical, spelling or punctuation errors.	Almost no grammatical, spelling or punctuation errors. (1-2 errors.)	A few grammatical spellings, or punctuation errors. (3-4 errors.)	Many grammatical, spelling, or punctuation errors. (5 or more errors.)
Diagrams & Illustrations	Diagrams and illustrations are neat, accurate and add to the reader's understanding of the topic.	Diagrams and illustrations are accurate and add to the reader's understanding of the topic.	Diagrams and illustrations are neat and accurate and sometimes add to the reader's understanding of the topic.	Diagrams and illustrations are not accurate OR do not add to the reader's understanding of the topic.
Professionalism	The final outcome of the document looks "fit for the shelf."	The final outcome of the document looks fairly good, but the document could use some minor improvements.	The document looks unprofessional and needs some revisions and improvements.	The document looks unprofessional and needs major revisions and improvements.

Assignment 2: Logo (12 pts.)

You may want to combine this with assignment 3 (Company Slogan) for a design option.

Think of logos that companies use, such as the Nike swoosh sign, the Ford logo, or the Apple computer logo. Why did these companies choose these kinds of logos? How do they represent their businesses most effectively?

Design a logo for your business. You may use Photoshop or draw something that can be scanned. This symbol must represent your business effectively and give your customers a visual representation of your business.

Design it carefully because it will appear on most of your company's literature. The logo should be colorful and creative, but not necessarily complex.

Keep it simple, crisp and catchy. Presentation is everything!

Assignment 2 Rubric: Logo (12 pts.)

CATEGORY 4 points each	4	3	2	1
Graphics	The student has demonstrated a master of using graphic images. The size and use of the image is appropriate. Use of advanced features is evident.	Minor size and/or color issues.	Some pixels and flaws are seen in the size and/or color of the graphics.	Many pixels and flaws are seen in the size and/or color of the graphics.
Represents Business	The logo represents the business brand & colors.	The logo represents the business.	The logo somewhat represents the business.	The logo does not represent the business.
Professionalism	The Logo represents every element of the professional individual including size color and shape.	The Logo represents every element of the professional individual including size color and shape.	The Logo represents 1 element of the professional individual.	The Logo is not representing a professional individual at all.

Assignment 3: Slogan (4 pts.)

Think about popular business slogans used by companies today. For example, Nike uses the slogan "Just do it." Volkswagen's slogan is "Drivers wanted." A slogan is a catchy phrase used by a company to help consumers or customers remember their business. The shorter the slogan is, the better, because it will be easier to remember.

Write a short slogan that will be used to represent and advertise your business. It should not be more than six or seven words.

Assignment 3 Rubric: Slogan (12 pts.)

<table>
<tr><td colspan="5">Slogan Rubric</td></tr>
<tr><td>CATEGORY
4 points</td><td>4</td><td>3</td><td>2</td><td>1</td></tr>
<tr><td>Company Slogan</td><td>Slogan is catchy and supports the concept of your business.</td><td>Slogan is weak but supports the idea of your business.</td><td>Slogan is catchy but doesn't support the idea of your business.</td><td>Slogan's meaning isn't clear and doesn't support the idea of your business.</td></tr>
</table>

Assignment 4: Social Media Advertisement (28 pts.)

Please set up all the social media profile sizes, and save them all to a "Social Media" folder. Keep the Photoshop file, and the photo files for editing in the future for your business (sizes are ready exactly to fit in each social media profile.

Facebook

Facebook continues to outpace other social media channels. The images you use here are crucial, so choosing a lower-quality one can make or break your engagement. Pro tip: The way images display on your *own* timeline might look different.

- **Cover image:** 828 x 315
- **Profile image:** 180 x 180
- **Shared image:** 1200 x 900
- **Shared link preview image:** 1200 x 628

Twitter

Twitter, meanwhile, is often the social network of choice for users to talk *about* you. It's where customers ask questions, leave praise, and request help. But, the format and display have changed several times in the course of its history, so here are the image dimensions you need to know.

- **Header image:** 1500 x 500
- **Profile image:** 400 x 400
- **Timeline image:** 506 x 253

Instagram

Given that Instagram's bread-and-butter is visual content, you'll want your presence on this channel to match that foundation, especially in terms of quality. Here are the dimensions.

- **Profile image:** 110 x 110
- **Image thumbnail:** 161 x 161
- **Shared images:** 1080 x 1080
- **Shared videos:** 1080 pixels wide

Pinterest Image Sizes

Here's a fun fact: 90% of content posted on Pinterest consists of external links. For that reason, it's worthwhile to leverage Pinterest for referral traffic -- but it still has to catch your audience's eyes. Here are the dimensions to make sure your Pinterest presence maintains visual quality.

- **Profile image:** 180 x 180
- **Board cover image:** 214 x 100
- **Pin preview:** 238 pixels wide

LinkedIn

Love it or hate it, LinkedIn is *the* social channel for digital professional networking. And depending on your industry, it can still be a good vehicle for traffic and discovery, especially within the B2B sector. Plus, if you're using it for recruiting purposes, it's important to present well on a job that several people use for research on job listings, as well as employer culture, location, and more.

- **Banner image:** 1850 x 200
- **Profile image:** 400 x 400
- **Cover image:** 1536 x 768
- **Shared image:** 350 pixels wide
- **Shared link preview:** 180 x 110
- **Logo image:** 400 x 400

YouTube

Here's another network where visual content reigns supreme -- not to mention, one with more than one billion users. Make sure your own visual assets match that underlying purpose and philosophy -- not just with the videos you share on there, but with the profile presence you maintain.

- **Channel cover images:** Varies by viewing platform
- **Channel icon:** 800 x 800
- **Video thumbnail:** 1280 x 720

Snapchat

At long last, we arrive at Snapchat: yet another social media channel known primarily for its visual assets. When it comes to using this network for marketing purposes, dimensions are fairly uniform, whether you're simply looking to use a geo-filter, or you're hoping to share an ad or sponsored lens.

- **Geofilters, ads, and lenses all same size:** 1080 x 1920

Assignment 4 Rubric: Social Media Advertisement (28 pts.)

CATEGORY	4	3	2	1
Business Logo	Attractive, eye-catching business logo; excellent use of design principles is clearly visible	Business logo; is present, somewhat eye catching and is clearly visible to the viewer.	Business logo; is present and is not clearly visible to the viewer.	No logo is reflected in the design
Design Features	Student has demonstrated a mastery of desktop Graphic Design and has reflected the correct sizes.	Student shows a moderate understanding of Graphic Design. Overall design could be enhanced.	Student shows a low understanding of Graphic Design. Overall design could be enhanced.	Student shows a little or no understanding of Graphic Design.
Graphics/ Pictures	Graphics go well with the text and there is a good mix of text and graphics	Graphics go well with the text, but the size is incorrect	Graphics do not go with the accompanying text and sizes appear to be randomly chosen	There are little or no graphics evident in the document.
Spelling, grammar, & Proofreading	No spelling errors or grammar errors and its ready for advertising.	No more than 1 spelling and or grammar error.	No more than 2 spelling and or grammar error.	2 or more spelling and or grammar errors are evident.
Professionalism	The final outcome of the document looks sleek and reflects the brand of your company.	The final outcome of the document reflects the brand of your company.	The final outcome of the document somewhat reflects the brand of your company.	The document looks unprofessional and needs major revisions and improvements.

Assignment 5: Business Card (30 pts.)

Use the Adobe Photoshop to create business cards for each of you. **(24 pts.)** You must include:

- Your Title, Full Name
- Business Address, Business Phone #, Fax Number (optional)
- Business E-mail address
- Business's web site address (make one up if you don't have an actual website link)
- Logo of your business, and company slogan

Assignment 5 Rubric: Business Card (30 pts.)

CATEGORY	4	3	2	1
Business Logo	Attractive, eye-catching business logo; excellent use of design principles is clearly visible	Business logo; is present, somewhat eye catching and is clearly visible to the viewer.	Business logo; is present and is not clearly visible to the viewer.	No logo is reflected in the design
Design Features	Student has demonstrated a mastery of desktop Graphic Design and has reflected the correct sizes.	Student shows a moderate understanding of Graphic Design. Overall design could be enhanced.	Student shows a low understanding of Graphic Design. Overall design could be enhanced.	Student shows a little or no understanding of Graphic Design.
Graphics/ Pictures	Graphics go well with the text and there is a good mix of text and graphics	Graphics go well with the text, but the size is incorrect	Graphics do not go with the accompanying text and sizes appear to be randomly chosen	There are little or no graphics evident in the document.
Spelling, grammar, & Proofreading	No spelling errors or grammar errors and its ready for advertising.	No more than 1 spelling and or grammar error.	No more than 2 spelling and or grammar error.	2 or more spelling and or grammar errors are evident.
Professionalism	The final outcome of the document looks sleek and reflects the brand of your company.	The final outcome of the document reflects the brand of your company.	The outcome of the document somewhat reflects the brand of your company.	The document looks unprofessional and needs major revisions and improvements.

Assignment 6: Company Letterhead (20 pts.)

Design your company letterhead, and include your logo and slogan in a Microsoft Word Document.

- Your Business Name
- Business Address, Business Phone #, Fax Number (optional), & E-mail
- Website link to company website (make one up if you don't have one)

Assignment 6 Rubric: Company Letterhead (20 pts.)

CATEGORY	4	3	2	1
Design Features	Student has demonstrated a mastery of desktop publishing features and has used advanced features.	Student shows a moderate understanding of desktop publishing. Overall design could be enhanced.	Student shows little understanding of desktop publishing.	Student did not display a clear knowledge of desktop publishing features or document has obvious page setup errors.
Content - Accuracy	All required information is included.	Most of the required information is included.	Some of the required information is included.	Almost all required areas of information have been omitted.
Graphics/ Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics do not go well with the text, and there are so many that they distract from the text.	Graphics do not go with the accompanying text or appear to be randomly chosen.
Spelling & Proofreading	No spelling errors.	No more than 1 spelling error.	No more than 2 spelling errors.	More than 3 spelling errors.

Assignment 7: Company Website (25 pts)

Design a web site for your business. Include information that you have already created for your advertising. Your web site must have at least 3 pages, with the appropriate navigational links. Include appropriate external links for your business.

Assignment 7 Rubric: Company Website

CATEGORY	4	3	2	1
Background	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.
Color Choices	Color choices form a pleasing palette, do not detract from the content, and are consistent across pages.	Color choices do not detract from the content and are consistent across pages.	Color choices detract from the content.	Color choices make the content hard to read or otherwise distract the reader.
Fonts	Fonts fit visually perfect with the tone and mood of the company including color choice and placement.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are somewhat consistent and point size varies appropriately for headings and text.	Font sizes and/or styles are difficult to read and detract from the site.
Graphics	Graphics are related to the theme/ Purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, and are of good quality.	Graphics seem randomly chosen, are of low quality, OR distract the reader.
Spelling and Grammar	There are no errors in spelling, punctuation or grammar.	There are 1-3 errors in spelling, punctuation or grammar.	There are 4-5 errors in spelling, punctuation or grammar.	There are more than 5 errors in spelling, punctuation or grammar.
Content	The site has a well-stated clear purpose and theme That is carried out throughout the site.	The site has a clearly stated purpose and theme but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat muddy or vague.	The site lacks a purpose and theme.
Layout	The Web site has an exceptionally attractive and usable layout.	The Web pages have an attractive and usable layout.	The Web pages have a usable layout but may appear busy or boring. It is easy to locate most of the important elements.	The Web pages are cluttered looking or confusing. It is often difficult to locate important elements.
Navigation	Links for navigation are clearly labeled, Consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.

Assignment 8: Financial PowerPoint with Rubric (25 pts)

Create a PowerPoint presentation to show to prospective investors. Refer back to your business plan. Include pictures of the owners. The digital cameras will be available. This will be presented to the class. Be prepared to use the PowerPoint as an outline as you present your business to potential investors (the rest of the class). You must include a link to your website.

Assignment 8: Financial PowerPoint with Rubric

CATEGORY	4	3	2	1
Enthusiasm	Facial expressions and body language generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat faked.	Very little use of facial expressions or body language. Did not generate much Interest in topic being presented.
Comprehension	Students are able to accurately answer almost all questions posed by classmates about the topic.	Student is able to accurately answer most questions posed by classmates about the topic.	Student is able to accurately answer a few questions posed by classmates about the topic.	Student is unable to accurately answer questions posed by classmates about the topic.
Preparedness	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, But it is clear that rehearsal was lacking.	Student does not seem at all prepared to present.
Speaks Clearly	Speaks clearly and distinctly all (10095%) the time, and mispronounces no words.	Speaks clearly and distinctly all (100-95%) the time, but mispronounces one word.	Speaks clearly and distinctly most (9485%) of the time. Mispronounces no more than one word.	Often mumbles or cannot be understood OR mispronounces more than one word.
Content	Shows a full understanding of the topic.	Shows a good understanding of the topic.	Shows a good understanding of parts of the topic.	Does not seem to understand the topic very well.

Create Your Own Business Project

Business Proposal Sections

Assignment 1: Business Proposal
Assignment 2: Logo
Assignment 3: Slogan
Assignment 4: Social Media Advertising
Assignment 5: Business Card
Assignment 6: Letterhead
Assignment 7: Company Web Site
Assignment 8: Final PowerPoint Presentation

The skills you have attained at this level will assist you I your entire secondary education, potential careers, and personal business endeavors. I am honored to provide this knowledge to you at the high school level, and please above everything never forget to be creative.

"Learn the rules like a pro, so you can break them like an artist"
- *Pablo Picasso*

Thank you.
Respectfully, Mr. Riese