

## Benefits of this Class

We have the opportunity to work together as a team to create, design, gather information and report it to the student body.

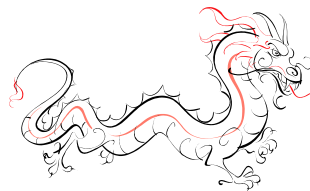
You will learn creative problemsolving, design principles, computer skills, career expectations, responsibility and leadership.

We'll do this by having a good time. High School is full of memories and it's our chance to share da Vinci's story through Yearbook design.

"Our life is what our thoughts make it." -  
~ Marcus Aurelius  
(Roman Emperor, 2nd century CE)



**Applied Graphic Design**  
**THINK BIG.**  
**DESIGN SMART.**  
**DOCUMENT MEMORIES.**



**Da Vinci Dragons**

**Buffalo Public Schools**

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**Welcome to the Team!**

# Applied Graphic Design

**THINK BIG. DESIGN SMART.  
DOCUMENT MEMORIES.**



**Mrs. Dame-Seidler**

# Applied Graphic Design

## Course Description

In this course you will gain skills in one or more of the following areas:



THINK BIG.  
DESIGN SMART.  
DOCUMENT

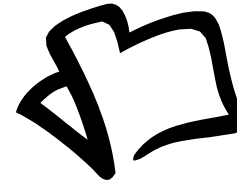
- ◆ Design
- ◆ Creativity
- ◆ Problem Solving
- ◆ Brainstorming Techniques
- ◆ Page Design
- ◆ Publishing Techniques
- ◆ Editing
- ◆ Photography
- ◆ Story-telling thru Journalism

while producing an innovative yearbook which records school memories and events. You will gain useful, real world skills in time management, marketing, teamwork, and design principles.

## Course Atmosphere

You will be given challenging real world projects and assignments typical of the graphic design and publishing industries. High quality work is expected. Everyone will design pages and constructively critique each other's work. You will be given opportunities to redo work until it meets standards specified during instruction. The staff will vote on the strongest designs for the final pages. Classroom activities will include:

- ◆ Visual design projects
- ◆ Research
- ◆ Organizing information
- ◆ Problem solving



*"Designers may be true intellects for the future"*

- Antonelli

Assessment methods will include:

- ◆ Visual design projects
- ◆ Daily class participation points
- ◆ One outside activity participation in the fall, winter and spring
- ◆ Design handouts
- ◆ Oral and written reports
- ◆ Short reading assignments

Note: Every 2<sup>nd</sup> Friday we will run our class like a business meeting. Everyone will report on your progress. Who's bringing the coffee and snacks?

## Resume Building

Skills you will develop & can put on a resume:

- ◆ Organization
- ◆ Teamwork
- ◆ Photography
- ◆ Picture design/layout
- ◆ Advertising
- ◆ Sales
- ◆ Fundraising
- ◆ Writing
- ◆ Journalism
- ◆ Editing
- ◆ Story telling
- ◆ Business experience
- ◆ Interviewing
- ◆ Creative problem solving
- ◆ Computer skills

Mrs. Dame-Seidler  
Visual Arts Teacher  
Leonardo da Vinci High School