

Course Title: Business Image Management and Multimedia
Credit Hours; 1 Technology Credit
Instructor Mr. Ray Bowman

Resources

The instructor will provide textbooks

Course Description

Explore current graphic design software in this computer-based class. Use electronic media to discover design concepts. Advertising, packaging, poster, and other design activities are included with assignments from our school community.

Student Objectives

The BIMM course at Westside is held in the computer lab. This course is highly dependent on the classroom computers and includes the basics of industry standard design software: Adobe Illustrator & Adobe Photoshop. Students will learn the tools, functions, & processes involved with the creation of artwork via this software. Students will also be asked to creatively plan & design original works of various styles. This course also includes a study of the Principles of Design, existing artwork, careers in the Graphic Design field, advertisement, and the design-to-production process. Some work will be done in a group setting; some will be individual.

Grading

Students are given assignments, which are of varying importance and timetables, some of which are creative designing opportunities while others have more activity-based skill objectives. This course includes very few quizzes. Due dates are given for assignments and work is expected to be completed. Students are graded according to criteria set up for each assignment. Following directions, proper use of tool/function, achieving desired effect, and demonstration of improvement are common criteria for activity- or skill-based assignments. More creative assignments may have criteria such as successfully including a design principle, completely communicating an idea, and meeting a stated goal for the work. Students are given feedback as they work, as well as after work is graded, and they are then allowed the opportunities to re-work, re-do, or repair a design.

Rules

The computers should be only used for Graphic Design Projects
Leave all settings as is.
Respect all others and their work.
Keep food in the cafeteria, water in appropriate areas.
Positively use the time, abilities, and technology you have.