

Metropolitan Business Academy

Web & DB Design Course Syllabus

Teacher Contact Info:

Teacher Name: Kelly J. Carrington
 Email Address: KELLY.CARRINGTON@new-haven.k12.ct.us
 Email Address: Kellycarrington.teach@gmail.com
 Phone # 203-484-0578
 After School Hours: Tues or Thurs - By Appointment - 2:15 - 3:30

Course Overview:

This course teaches visual communication graphic and website design principles utilizing Apple technology and Adobe CC software. Incorporating graphics and animation used for on-screen digital promotional, website design and printed material.

Course Standards: (list - Common Core and 21st Century Competencies)

List out your course standards (without the indicators) & 21st Century Competencies

Performance Task Chart:

Title of Performance Task	Description of Performance Task	Content Standards met by Performance Task (numbers)	21st Century Competencies met by Performance Task (numbers)
Basic Design Principles	Contrast, Repetition, Alignment, Proximity	70-85	Problem Solving and Critical Thinking 70-85 Communication and Collaboration 70-85 Creativity and Innovation 70-85
Composition, Page Layout, Format, and Structure. Focus of color, typography and brand continuity.	Emphasis on visual aesthetics and information organization to enhance the message	70-85	Problem Solving and Critical Thinking 70-85 Communication and Collaboration 70-85 Creativity and Innovation 70-85
Concept Development, Production,	Brainstorming and collaboration of original and	70-85	Problem Solving and Critical Thinking 70-85

For more information on our school wide policies about Mastery Based Learning and Grading, please reference the Metropolitan Business Academy Student-Parent Handbook and the Guiding Principles of Mastery Learning and Mastery Grading at www.metropolitanbusinessacademy.org.

Presenting	innovative solutions, prototyping and publishing and presentation of final results.		Communication and Collaboration 70-85 Creativity and Innovation 70-85
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How you will be graded explanations

Explain/list types of work done in class (ex. Homework, journals, etc)

Mastery Language Abbreviations	Mastery Language	Progression to Meeting Standard	Standard Grading Equivalent
XE	Exemplary	Exceeds Standard with Distinction	100
CO/XE	Competent/Exemplary	Exceeds Standard (revise for exemplary)	93
CO	Competent	Meets Standard (revise for exemplary)	85
EM	Emerging	Approaches Standard (needs revision)	70
NY	Novice	Not Yet (needs revision)	60
NE	No Evidence	No Evidence of Work Yet	50

Examples of Additional Helpful Items (not necessary - optional for individual teachers)

See Web and Graphic Design Rubrics below:

MBA Teacher: Carrington Web -Graphic Design Rubric

Although you will not receive this rubric after a project is completed, you should understand that these are the general criteria that will be used. It is always important to be sure that your message is *clear* and that you are addressing *basic design principles*. If your work is in *color* or includes *type*, then those criteria matter as well. *Craftsmanship* has to do with how well you handle the software.

	Advanced	Proficient	Basic	Below Basic	Far Below Basic
Clarity of message	Message is bold, compelling and possibly multi-layered. It goes beyond the obvious.	Message is clear and compelling. It may not be as subtle as it could be.	Message is clear but fails to go beyond something simple or obvious.	Message is slightly confusing.	Message is absent or contradictory.
Design principle: Contrast	Use of light and dark elements creates depth and subtlety. White space is used strategically.	Use of light/dark gives prominence where appropriate. White space, if used, is used well.	Contrast and white space are both evident in the work.	Use of contrast and/or white space could be improved.	Lack of contrast dramatically weakens the work overall.
Design principle: Repetition	Repeated use of key elements helps to create unity. Repetition is often subtle.	Repeated use of elements helps to create unity.	Repetition is evident though not a strong component of the work.	Repeated elements may not be evident, or repetition may be overdone.	Work overall is disjointed because of a lack of common elements.
Design principle: Alignment	At least one bold line helps to organize the work, clearly guiding reader through the message.	Elements are effectively lined up so that the overall look represents order.	Elements are generally lined up appropriately – centered, left or right.	An absence of clear alignment creates a cluttered overall look.	Work lacks clear entry point and sight-lines and as a result has a chaotic look.
Design principle: Proximity	Placement of elements is precise so that reader can clearly perceive what is important and what is connected.	Text and graphics are strategically spaced so that related elements are close together. It is clear what is connected.	Text and graphics are spaced so that related elements are close together.	Problems with proximity create confusion as to what is and isn't connected.	Elements are not put together or separated in any organized fashion, creating a chaotic look.
Color <i>if applicable</i>	Color palette enhances the meaning of the work.	Colors are used appropriately and do not clash with one another or clutter the work.	Colors are mostly effective although there may be minor clashing.	Color choices clash at times and/or clutter the work.	Color choices weaken the work in dramatic ways.
Typography <i>if applicable</i>	Fonts and effects help to create a strong verbal-visual connection within the work. All font sizes are appropriate.	Typography choices are appropriate without an excessive number of fonts or effects.	Typography is generally effective, although font choice, size and effects may create minor distractions.	Font choices and/or effects create distractions.	Typography choices weaken the work in dramatic ways.
Craftsmanship	Work has no evident imperfections. Work is clean and neat.	Work may have slight imperfections, but they are not immediately obvious.	Work has imperfections that create minor distractions.	Imperfections in the work are noticeable and distracting.	Imperfections are highly distracting and take away from the overall effectiveness.