Communicating through
Graphic Design

By Kevin Gatta and Claire Mowbray Golding

Communicating through Graphic Design presents one of the leading art careers to high-school students in an accessible, engaging format. Written with Kevin Gatta, a veteran Graphic Design instructor at Pratt and owner of an independent studio, this curriculum was developed to **address the needs of contemporary graphic design programs**, **using both digital and traditional media**. Students learn fundamental design thinking, drawing, and problem-solving skills that can be applied with either traditional or digital media. Students then move on to specific areas of design, observe and analyze exemplary works from a variety of designers past and present, and create their own solutions to **real-world design problems**.

Features

- Available as an eBook and print textbook
- Digital and traditional approaches to each Studio Experience
- Design challenges that reflect actual workplace practice
- Career profiles of contemporary working professionals
- Art and design historical references
- A unique graphic design history timeline that shows parallels between the evolution of markmaking to typography and logo design
- Extensive glossary

DAVIS

Inspiring Creativity Since 1901

For more information, visit **DavisArt.com**, call **800.533.2847**, or email **ContactUs@DavisArt.com**.

Student Book, Chapter 3: The Design Process, Studio Experience

Teacher's Edition, Chapter 2: The Art of Graphic Design.

Each Studio Experience in the Davis Studio Series contains a Studio Assessment Rubric. This analytic scoring rubric defines levels of achievement and evaluative criteria specific to the studios.

eBook Class Set

eBooks are accessed on Davis Digital, a cloud-based online platform designed specifically for K–12 art educators. Davis Digital includes access to the same high-quality content and images contained in the print versions of our textbooks, but with added features and flexibility.

- **eBooks:** Each eBook purchase includes the Student Book, the Teacher's Edition, and the Reproducible Masters.

- **Davis Art Images Subscription:** Extend the fine art in the eBook with access to more than 35,000 digital fine art images from around the globe and across time.

- **Curriculum Builder:** A lesson planning and presentation tool that allows you to gather all of the content you need for your lessons in one place.

- **Portfolios:** You and your students can create online portfolios. Share your portfolios with parents, classmates, and colleagues.

- **Student Accounts:** Options include 30, 60, or 200 Student Accounts with the purchase of each eBook.

- **License Terms:** Options include 4, 6, or 8 year licenses.

Components & Ancillaries

- Student Book (in Print or eBook)
- Teacher's Edition (in Print or eBook)
- Davis Art Images Subscription (with eBook)
- Portfolios (with eBook for Teachers and Students)
- Curriculum Builder (with eBook)
- Teacher Resources (digital with eBook, print versions available): Studio Support Masters, Vocabulary Masters and Artist Profiles, and Assessment Masters

TABLE OF CONTENTS

Go to **DavisArt.com/Sample** to sample the eBook.

For more information, visit **DavisArt.com**, call **800.533.2847**, or email **ContactUs@DavisArt.com**.