

Graphic Design (2016)

The Graphic Design Industry 1.0

1.1 History of the Graphic Design Field 1.1

- 1.1.1 Research the history of technologies that advanced the graphic design industry. 1.1.1
 - 1.1.2 Describe past and present styles, and how they will affect future styles in the graphic design industry. 1.1.2
 - 1.1.3 Identify art movements of the past and current societal trends, and describe how they impact graphic design. 1.1.3
 - 1.1.4 Describe the importance of graphic design's influence on society. 1.1.4
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1.2 Industry Terminology 1.2

- 1.2.1 Formulate written and verbal communications using industry standard terms. 1.2.1
 - 1.2.2 Prepare and deliver a visual presentation of a product utilizing appropriate industry terminology. 1.2.2
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1.3 Career Exploration 1.3

- 1.3.1 Investigate graphic design careers, training, and associated opportunities. 1.3.1
 - 1.3.2 Participate in a career-related experience that could include internships, job shadowing, work site visits. 1.3.2
 - 1.3.3 Participate in a career-related client service project. 1.3.3
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Elements and Principles of Design and Visual Communication 2.0

2.1 Elements of Design 2.1

- 2.1.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work. 2.1.1
- 2.1.2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work. 2.1.2
- 2.1.3 Incorporate color, line, shape, texture, size, and value in student-generated graphic work. 2.1.3
- 2.1.4 Understand the concepts of color theory. 2.1.4
- 2.1.5 Demonstrate the elements of design through manual sketching. 2.1.5
- 2.1.6 Demonstrate the elements of design through digital sketching. 2.1.6

2.2 Principles of Design 2.2

- 2.2.1 Analyze the principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in samples of graphic works. 2.2.1
- 2.2.2 Incorporate principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in student-generated graphic works. 2.2.2
- 2.2.3 Demonstrate the principles of design through various design techniques. 2.2.3

2.3 Principles of Typography 2.3

- 2.3.1 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.) 2.3.1
- 2.3.2 Apply and adjust formatting to type. 2.3.2
- 2.3.3 Construct graphic works utilizing and manipulating type. 2.3.3
- 2.3.4 Demonstrate knowledge of the history of typography. 2.3.4

2.4 Principles and Elements of Design to Layout 2.4

- 2.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works. 2.4.1
 - 2.4.2 Create graphic works utilizing grids. 2.4.2
 - 2.4.3 Create graphic works utilizing templates. 2.4.3
 - 2.4.4 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout. 2.4.4
 - 2.4.5 Demonstrate layout skills for print collaterals (i.e., magazines, newspapers, packaging, yearbook, etc.). 2.4.5
 - 2.4.6 Demonstrate layout skills for current digital media (i.e. mobile devices, tablets). 2.4.6
 - 2.4.7 Explain the importance of consistency of design. 2.4.7
 - 2.4.8 Explain the importance of usability. 2.4.8
 - 2.4.9 Apply measurement tools and ratio analysis to image positioning in graphic works. 2.4.9
 - 2.4.10 Solve aspect ratio proportion measurement in video and animation development. 2.4.10
 - 2.4.11 Describe visual hierarchy and how it is used to control the viewer's eyes through a document/webpage. 2.4.11
 - 2.4.12 Explain the methods used to control visual hierarchy. 2.4.12
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3.1 Concept Development 3.1

- 3.1.1 Generate project ideas through the use of brainstorming, thumbnails, roughs, mock-ups, wireframes, etc. 3.1.1
 - 3.1.2 Create a storyboard for a project. 3.1.2
 - 3.1.3 Explain the importance of developing a message for a specific audience. 3.1.3
 - 3.1.4 Synthesize information collected from communications with various stakeholders. 3.1.4
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3.2 Image Creation and Manipulation 3.2

- 3.2.1 Analyze differences and appropriate applications of vector-based and bitmap images. 3.2.1
 - 3.2.2 Use a variety of devices and media to import/download photos, images, and other digital media content. 3.2.2
 - 3.2.3 Incorporate the use of image manipulation and illustration software into final products. 3.2.3
 - 3.2.4 Apply nondestructive image editing techniques such as layering and masking. 3.2.4
 - 3.2.5 Practice using different selection tools and techniques to manipulate images. 3.2.5
 - 3.2.6 Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks. 3.2.6
 - 3.2.7 Practice composition and cropping. 3.2.7
 - 3.2.8 Analyze differences and appropriate applications of vector-based and bitmap images. 3.2.8
 - 3.2.9 Use a variety of devices and media to import/download photos, images, and other digital media content. 3.2.9
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3.3 Media Outputs 3.3

- 3.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print. 3.3.1
 - 3.3.2 Incorporate appropriate current industry standard color modes in graphic works (e.g., RGB, HEX, LAB, CMYK and Pantone), and explain how they relate to HSB. 3.3.2
 - 3.3.3 Understand the difference between gray scale, spot color, and process colors. 3.3.3
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3.4 Graphic Design Workflow 3.4

- 3.4.1 Develop a workflow for a project. 3.4.1
- 3.4.2 Describe project management. 3.4.2
- 3.4.3 Create projects that address the message and conceptual ideas for a specific audience. 3.4.3

3.5 Design and Production Process 3.5

- 3.5.1 Demonstrate the use of the graphic design process (define the project, develop budget and schedule/deadline, presentation and critique, revisions, final presentation, client approval, pre-press, production and final product delivery). 3.5.1
- 3.5.2 Explain the design process in different media formats. 3.5.2
- 3.5.3 Apply the design process to generate different media formats. 3.5.3

3.6 Branding and Corporate Identity 3.6

- 3.6.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.1
- 3.6.2 Create a visual that appropriately represents the brand's identity in multiple media formats. 3.6.2

Ethical and Legal Issues Related to Graphic Design 4.0

4.1 Copyright and Intellectual Property Law 4.1

- 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.1
- 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.2
- 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.3
- 4.1.4 Define and debate fair use including authorships, rights of use for work and likeness, and credit lines. 4.1.4
- 4.1.5 Model fair use in production of visual communication products. 4.1.5
- 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. 4.1.6

Portfolio 5.0

5.1 Portfolio Development 5.1

- 5.1.1 Research and compare the various types of portfolios. 5.1.1
- 5.1.2 Develop portfolios that include various types of media. 5.1.2
- 5.1.3 Recognize that portfolios are dynamic and require maintenance. 5.1.3

5.2 Evaluating Portfolios 5.2

- 5.2.1 Conduct peer- and self-evaluations. 5.2.1
 - 5.2.2 Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate and constructive criticism. 5.2.2
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Mathematical Skills 6.0

6.1 Mathematical Skills for Visual Communications 6.1

- 6.1.1 Apply addition, subtraction, multiplication and division of whole numbers, fractions, and decimals. 6.1.1
 - 6.1.2 Apply fraction to decimal and decimal to fraction conversion problems. 6.1.2
 - 6.1.3 Apply decimal to percent and percent to decimal conversion problems. 6.1.3
 - 6.1.4 Apply basic ratio and proportion problems. 6.1.4
 - 6.1.5 Apply basic linear measurement problems. 6.1.5
 - 6.1.6 Apply basic inches to picas and picas to inch conversion problems. 6.1.6
 - 6.1.7 Apply inches to points and points to inch conversion problems. 6.1.7
 - 6.1.8 Apply points to picas and picas to points conversion problems. 6.1.8
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Communication Skills 7.0

7.1 Communication Skills for Visual Communications 7.1

- 7.1.1 Write logical and understandable statements or phrases to fill out documents used in business and industry (i.e. forms, invoices, proposals, etc.). 7.1.1
 - 7.1.2 Read and follow written and oral instructions. 7.1.2
 - 7.1.3 Articulate and write concise and accurate instructions/step by step process. 7.1.3
 - 7.1.4 Demonstrate appropriate communication skills (i.e. telephone, e-mail, texting, social media, etc.). 7.1.4
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Editing and Proofreading Skills 8.0

8.1 Proofreading Skills 8.1

- 8.1.1 Demonstrate ability to proofread and edit various forms of copy for different audiences. 8.1.1
 - 8.1.2 Demonstrate knowledge of proofreaders' marks. 8.1.2
 - 8.1.3 Demonstrate knowledge of electronic forms of editing and correcting. 8.1.3
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Digital Media 9.0

9.1 Graphic Design in Digital Media 9.1

- 9.1.1 Understand the relationship of graphic design in context of web design. 9.1.1
 - 9.1.2 Understand the relationship of graphic design in context of video production. 9.1.2
 - 9.1.3 Understand the relationship of graphic design in context of audio production. 9.1.3
 - 9.1.4 Understand the relationship of graphic design in context of animation. 9.1.4
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Applied Art 10.0

10.1 Traditional and Digital Design 10.1

- 10.1.1 Demonstrate creation of simple, tone, or color illustration with traditional and digital tools. 10.1.1
- 10.1.2 Create 2D or 3D works of design in analog and digital formats. 10.1.2