

Graphic Design

Creative Process

6 APPLY GRAPHIC DESIGN CONCEPTS TO PRODUCE VISUAL SOLUTIONS 6.0

- 1 Identify elements of design (e.g., line, shape, form, texture, pattern, color, value, space, and size) 6.1
- 2 Identify principles of design (e.g., contrast, repetition, alignment, proximity, hierarchy, balance, movement, emphasis, harmony, and unity) 6.2
- 3 Identify anatomical components and qualities of type (i.e., x-height, ascenders, descenders, etc.) 6.3
- 4 Identify categories of type (i.e., serif, san serif, script, display, old style, modern, slab serif, etc) 6.4
- 5 Explain how typography impacts design 6.5
- 6 Identify additive colors (RGB – red, green, and blue) and subtractive colors (CMYK – cyan, magenta, yellow, and black/key) 6.6
- 7 Identify basic color schemes (e.g., complementary, analogous, triadic, tetradic, split complementary, and monochromatic) 6.7
- 8 Explain the psychology of color and how color can impact the effectiveness of a design 6.8

7 APPLY GRAPHIC DESIGN WORKFLOW TO INCREASE SUCCESS AND PRODUCTIVITY 7.0

- 1 Generate project ideas using stakeholder communication, research, brainstorming, thumbnails, roughs, mock-ups, and wireframes 7.1
- 2 Identify demographic components for a target audience (e.g., gender, age, income, education, socioeconomic, ethnicity, and location) 7.2
- 3 Develop a project workflow from initiation to completion 7.3
- 4 Consider user experience (UX) when designing for the target audience (e.g., motivation, functionality, and accessibility) 7.4
- 5 Collaborate with others to plan and execute a graphic work 7.5
- 6 Describe project evaluation and review techniques (e.g., compare final product to original needs and specifications; give and receive feedback on a project) 7.6

8 CREATE PROBLEM-SOLVING GRAPHIC WORKS USING INDUSTRY STANDARD SOFTWARE 8.0

- 1** Differentiate among the color spaces (e.g., RGB, CMYK, Spot Color, L*a*b*, HSB, HSL, grayscale, and hex color) and how they relate to graphic design **8.1**
 - 2** Analyze the applications of vector-based and raster images **8.2**
 - 3** Create vector illustrations using industry standard software **8.3**
 - 4** Use a digital camera to demonstrate composition techniques (i.e., rule of thirds, diagonals, framing, balance, leading lines, repeating patterns/texture, symmetry, etc.) **8.4**
 - 5** Execute a photo shoot according to client's needs **8.5**
 - 6** Apply non-destructive image editing techniques **8.6**
 - 7** Composite raster images using a combination of layers, transparency, masking, selection tools, blending modes, filters, and special effects **8.7**
 - 8** Manipulate digital images using industry standard software **8.8**
 - 9** Construct graphic works utilizing and manipulating type using industry standard software **8.9**
 - 10** Produce single- and multi-color graphic works using industry standard software **8.10**
 - 11** Create single- and multi-page graphic works utilizing margins, columns, grids, and bleeds **8.11**
 - 12** Demonstrate layout skills for digital media using industry standard software **8.12**
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5 MANAGE COMPUTER HARDWARE AND SOFTWARE 5.0

- 1 Demonstrate proper use and care of equipment (i.e., computers, storage devices, printers, peripherals, cameras, input devices, etc.) 5.1
 - 2 Identify threats to technological devices and computer system networks (i.e., viruses, data breaches, phishing, pirating, etc.) 5.2
 - 3 Utilize correct software for the final product (i.e., page layout, photo manipulation, illustration, etc.) 5.3
 - 4 Apply effective computer file management techniques (e.g., file naming, organization, storage, and backup) 5.4
 - 5 Differentiate among graphic file formats based on compatibility, file size, resolution, color gamut, and medium (i.e., JPG, TIFF, RAW, PSD, PDF, INDD, AI, GIF, PNG, etc.) 5.5
 - 6 Identify file transfer options for security, compatibility, and control (i.e., physical media, cloud-based, network, peer to peer, etc.) 5.6
 - 7 Identify methods of data capture (i.e., digital camera, video input device, graphics tablet, scanner, keyboard, etc.) 5.7
 - 8 Differentiate among types and uses of digital cameras and accessories (i.e., point-and-shoot, DSLR, lenses, filters, lighting equipment, etc.) 5.8
 - 9 Select appropriate resolution, compression, and format for data capture 5.9
 - 10 Differentiate among PPI, DPI, and LPI (e.g., resolution, machine pixels, and screen frequency) 5.10
 - 11 Explain the importance of an industry standard color management system to improve outcomes 5.11
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9 DEMONSTRATE APPLICATION OF MEDIA OUTPUT 9.0

- 1 Preflight digital file for industry standard output (i.e., check for oversight text, errors, missing elements, color issues, fonts, etc.) 9.1
 - 2 Package a digital file for delivery, including PDF creation 9.2
 - 3 Compare common printing processes, their market segments, and the advantages/disadvantages of each (e.g., offset, digital, screen printing, and flexography) 9.3
 - 4 Select paper options for a job, including environmental concerns, grades and classes, and specialty substrates (i.e., canvas, vinyl, metal, coroplast, etc.) 9.4
 - 5 Apply binding and finishing options, including imposition 9.5
 - 6 Print, trim, and mount projects for professional presentation 9.6 9.6
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Communication Skills

3 ANALYZE FACTORS THAT CONTRIBUTE TO PERSONAL SUCCESS IN THE COMMUNICATION MEDIA TECHNOLOGIES INDUSTRY 3.0

- 1 Employ written, verbal, and non-verbal communications that are appropriate to the target audience and situation) 3.1
- 2 Apply formatting, editing, and proofreading skills to all forms of writing 3.2
- 3 Prepare and deliver a presentation using terminology standard to the Communication Media Technologies industry 3.3
- 4 Use interpersonal skills when communicating with colleagues, clients, and vendors (i.e., active listening, empathy, body language, openness, negotiation, problem-solving, conflict resolution, assertiveness, positive attitude, etc.) 3.4
- 5 Identify professional “dress for success” standards and practices for the Communication Media Technologies industry 3.5
- 6 Explain basic types of résumés and their use (e.g., chronological, functional, combination, targeted, and creative) 3.6
- 7 Identify the basic parts of a résumé (e.g., contact/address section, objective, profile, career summary, experience section, education section, and reference section) 3.7
- 8 Explain considerations for résumé format (i.e., simple font; plenty of white space; personalize and customize to reflect3.8 your skills and abilities, etc.) 3.8
- 9 Define a professional portfolio (e.g., organized collection of relevant writing, graphics, and projects; artifacts showcasing talents and relevant skills; and summary of professional growth) 3.9
- 10 Describe portfolio types serving different purposes (i.e., working portfolios, display portfolios, assessment portfolios, etc.) 3.10
- 11 Describe ways to build a professional portfolio [i.e., binder, digital (iPad), online portfolio, etc.] 3.11

4 ANALYZE THE GRAPHIC DESIGN PROFESSION 4.0

- 1 Differentiate between art and design 4.1
 - 2 Identify art movements that have impacted the Graphic Design profession 4.2
 - 3 Research technologies that have impacted the Graphic Design profession 4.3
 - 4 Describe graphic design’s influence on society 4.4
 - 5 Examine the role and cultural significance of graphic designers 4.5
 - 6 Describe past and present graphic design styles and trends 4.6
 - 7 Describe how diversity (i.e., cultural, ethnic, generational, etc.) influences design decisions 4.7
 - 8 Identify components required in establishing a freelance business (i.e., taxes, contracts, expenses, billing, licenses, etc.) 4.8
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**Media
Industries/Practices &
Ethics**

1 ANALYZE THE COMMUNICATION MEDIA TECHNOLOGIES INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY 1.0

- 1 Investigate the history and evolution of the Communication Media Technologies industry (i.e., technology, processes, production, etc.) 1.1
- 2 Examine the impact of social media and emerging technologies on the Communication Media Technologies industry 1.2
- 3 Research the societal and economic impact of the Communication Media Technologies industry 1.3
- 4 Examine the impact of the Communication Media Technologies Industry on marketing practice 1.4
- 5 Explain how diversity and inclusion are managed in the workplace to create a supportive culture 1.5
- 6 Define cultural diversity and the need for awareness and sensitivity in the workplace 1.6
- 7 Explain the acceptance of multiculturalism in the workplace (i.e., treating impartially and fairly each ethnic group, etc.) 1.7
- 8 Analyze customer service practices appropriate to the Communication Media Technologies industry 1.8
- 9 Examine time management practices appropriate to the Communication Media Technologies industry 1.9
- 10 Identify professions that comprise the Communication Media Technologies industry (i.e., animation, broadcasting, filmmaking, graphic design, illustration, music and audio productions, photography, printing, publishing, etc.) 1.10
- 11 Comply with safety standards and regulations specific to OSHA 1.11

2 ANALYZE ETHICAL AND LEGAL ISSUES RELATED TO THE COMMUNICATION MEDIA TECHNOLOGIES INDUSTRY 2.0

- 1 Distinguish among copyright, intellectual property, and proprietary rights 2.1
- 2 Investigate copyright, intellectual property, proprietary rights, plagiarism, software licensure, and Creative Commons license Communication Media Technologies industry 2.2
- 3 Discuss consequences in violating copyright, privacy, and data security laws (i.e., monetary penalties, prison, injunctions, financial restitution, etc.) 2.3
- 4 Explain fair use (i.e., authorships, credit lines, parody, news reporting, criticism and commentary, etc.) 2.4
- 5 Differentiate between legal and ethical standards as they apply to decision-making in the Communication Media Technologies industry 2.5
- 6 Explain libel, privacy, censorship, and first amendment rights 2.6