

# Graphic Design Technology (Grades 9-12)

Discuss developments and individuals relating to the history of the graphics and design industry and explore emerging trends and technologies. **GDT.01**

- 1 Research technologies that advanced graphic design.** **GDT.01.01**
- 2 Describe past, present, and future styles in the graphic design field.** **GDT.01.02**
- 3 Identify art movements that impacted graphic design.** **GDT.01.03**
- 4 Describe the importance of graphic design's influence on society.** **GDT.01.04**
- 5 Identify persons with major contributions to the field of graphic design.** **GDT.01.05**
- 6 Identify and describe emerging trends and technologies.** **GDT.01.06**

Communicate ideals using industry standard terminology **GDT.02**

- 1 Formulate written and verbal communications using industry standard terms.** **GDT.02.01**
- 2 Prepare and deliver a visual presentation utilizing appropriate industry terminology.** **GDT.02.02**

Explore careers available in the field of graphic communications and the design industry. **GDT.03**

- 1 Identify the certificates, diplomas, and degrees available.** **GDT.03.01**
- 2 Compare and contrast careers in graphics and design, along with their education, training requirements, and salary ranges.** **GDT.03.02**
- 3 Identify the college majors that are found in the area of graphics design and communication.** **GDT.03.03**
- 4 List and describe professional organizations in the field of graphic design.** **GDT.03.04**

Examine the professional and ethical issues involved in the graphic design industries. **GDT.04**

- 1 Identify basic copyright issues for graphic design industries to include understanding the use of Creative Commons copyright.** **GDT.04.01**
- 2 Explain the consequences of copyright infringement.** **GDT.04.02**
- 3 Explain ethics issues for the graphic design industries.** **GDT.04.03**

**Identify and apply the elements of design.** [GDT.05](#)

- 1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work.** [GDT.05.01](#)
- 2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work.** [GDT.05.02](#)
- 3 Incorporate color, line, shape, texture, size, and value in student-generated graphic work.** [GDT.05.03](#)
- 4 Demonstrate the elements of design through manual sketching.** [GDT.05.04](#)
- 5 Demonstrate the elements of design through digital sketching.** [GDT.05.05](#)

**Identify and apply the principles of design.** [GDT.06](#)

- 1 Analyze the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works.** [GDT.06.01](#)
- 2 Incorporate principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in student-generated graphic works.** [GDT.06.02](#)
- 3 Demonstrate the principles of design through various drawing techniques.** [GDT.06.03](#)

**Identify and apply the principles of typography.** [GDT.07](#)

- 1 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.)** [GDT.07.01](#)
- 2 Construct graphic works utilizing and manipulating type.** [GDT.07.02](#)
- 3 Apply and adjust formatting to type.** [GDT.07.03](#)

**Identify and apply the principles of design to layout.** [GDT.08](#)

- 1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.** [GDT.08.01](#)
- 2 Create graphic works utilizing grids.** [GDT.08.02](#)
- 3 Create graphic works utilizing templates.** [GDT.08.03](#)
- 4 Demonstrate layout skills for print collaterals (i.e., business cards, newspapers, packaging, etc.)** [GDT.08.04](#)
- 5 Demonstrate layout skills for digital media.** [GDT.08.05](#)
- 6 Explain the importance of consistency of design.** [GDT.08.06](#)
- 7 Explain the importance of usability.** [GDT.08.07](#)
- 8 Explain the importance of core messaging.** [GDT.08.08](#)

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**9 Apply measurement tools and ratio analysis to image positioning in graphic works.** GDT.08.09

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**10 Solve aspect ratio proportion measurement in video and animation development.** GDT.08.10

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**Demonstrate knowledge of concept development.** GDT.09

**1 Generate project ideas through the use of thumbnails, roughs, mock-ups, wireframes, etc.** GDT.09.01

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**2 Create a storyboard for a project** GDT.09.02

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**Demonstrate knowledge of concept image creation and manipulation.** GDT.10

**1 Analyze differences and appropriate applications of vector-based and bitmap images.** GDT.10.01

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**2 Use a variety of input devices to import photos, images, and other content.** GDT.10.02

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**3 Incorporate the use of image manipulation and illustration software into final products.** GDT.10.03

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**4 Apply nondestructive image editing techniques such as layering and masking.** GDT.10.04

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**5 Practice using different selection tools and techniques to manipulate images.** GDT.10.05

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**6 Practice in-camera composition and cropping.** GDT.10.06

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**Demonstrate application of media outputs.** GDT.11

**1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, and print.** GDT.11.01

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**2 Incorporate appropriate color modes in graphic works including but not limited to RGB and CMYK.** GDT.11.02

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**Demonstrate application of media outputs.** GDT.12

**1 Develop a workflow for a project.** GDT.12.01

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**2 Synthesize information collected from communications with various stakeholders.** GDT.12.02

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**3 Describe project management.** GDT.12.03

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**4 Create projects that define core message.** GDT.12.04

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**Identify and apply the design process.** GDT.13

**1 Explain the design process.** GDT.13.01

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**2 Apply the design process to generate graphic works. Explain the design process.** GDT.13.02

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**Demonstrate knowledge of branding and corporate identity.** GDT.14

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- 1 Analyze branding and corporate identity, its purpose and constituents.** GDT.14.01
  - 2 Create a visual that contains all the richness of the brand.** GDT.14.02
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**Identify and produce files utilizing different digital formats.** GDT.15

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- 1 Describe the strengths and weaknesses of TIFF, EPS, JPG, GIF, PDF, and PNG in a Postscript environment.** GDT.15.01
- 2 Create documents/images and demonstrate the ability to save as digital files.** GDT.15.02
- 3 Demonstrate how to place scanned graphics/photos into an existing page layout program.** GDT.15.03
- 4 Produce digital files using appropriate DPI and PPI resolution for media.** GDT.15.04