Arizona CTE

Graphic Design, Graphic Arts Production, Digital Communications

ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY	**1.1** Research the role of the media industry and its impact on society and the economy
	1.2 Investigate the history and evolution of media and emerging technology
	1.3 Identify factors that contribute to the success of media businesses and freelance/contract providers
	1.4 Examine the impact of social media on the media industry
	1.5 Identify key factors to be considered in launching a media business
	1.6 Examine how the relationship among marketing, sales, and production affects profitability
	1.7 Describe how production processes and cycles affect media businesses
	1.8 Determine costing projections for various media objectives and/or functions
	1.9 Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs
	1.10 Describe how ethics, hype, and content influence media products
	1.11 Identify industry safety standards
	1.12 Describe multiple distribution platforms that are in compliance with the American Disability Act
INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT	**2.1** Identify current legal issues in media professions
	2.2 Explain plagiarism and its effects in business
	2.3 Define the establishment of a copyright
	Discuss rights and implications of copyright law

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	2.5	Examine intellectual property law and its ramifications
	2.6	Explain the establishment of a trade name and trademark
	2.7	Explain fair use in relation to legal and regulatory considerations
DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	3.1	Use industry terminology appropriately in the work environment
	3.2	Use effective communication techniques to obtain accurate information from sources, audiences, and clients
	3.3	Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations
	3.4	Practice active listening skills appropriate to the medium/media
DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	4.1	Use professional etiquette for web-, email-, and social-media-based communications
	4.2	Conduct formal and informal research to collect information
	4.3	Verify the accuracy of information
	4.4	Verify the authority of sources
	4.5	Identify the purpose, content, and audience for communications
	4.6	Select the appropriate medium/media for distribution of communications
	4.7	Format communications for the purpose, audience, and medium/media
	4.8	Use editing skills when reviewing communications
	4.9	Use proofing skills and check the spelling when reviewing communications
UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA	5.1	Use appropriate electronic publishing software and output devices
	5.2	Apply essential commands and knowledge of computer operating systems
	5.3	Apply computer file management techniques
	5.4	Use the Internet for file transfer
	5.5	Select the format for digital delivery
	5.6	Use and care for equipment and related accessories
		Describe the functionality of the internet, intranet, and extranet in the media environment

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	5.8 Explain methods of protecting a computer against computer threats
APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION	6.1 Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards)
	6.2 Select appropriate resolutions for data capture
	6.3 Capture and transfer still image, audio, and moving image content
	6.4 Archive and manage data for media applications
ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN	7.1 Determine the difference between art and design
	7.2 Identify the basic principles of Graphic Design (balance, emphasis, movement, unity, contrast, and simplicity)
	7.3 Identify the basic elements of Graphic Design (line, shape, pattern, space, size, form, and color)
	7.4 Identify basic typography categories (serif, sans serif, script, display), their basic structure, and how and when to use them
	7.5 Describe additive and subtractive colors, hue, tint, value, and shade
	7.6 Describe the importance of color selection in connection with target audience, including the color wheel, color schemes, and the psychology of color
	7.7 Differentiate between the color gamuts (RGB, CMYK, Spot Color, grayscale and hex color, and explain how they relate to the web and printing industries)
	7.8 Demonstrate an understanding of the differences between vector and raster images
	7.9 Use the creative process, including research, and brainstorming
	7.10 Present a workflow outline for a project from start to finish
	7.11 Work in a team to plan a larger project
	7.12 Identify the target audience for a project
	7.13 Differentiate the type, use, and care of digital cameras and accessories, including basic lighting equipment
	7.14 Understand file size and ppi formats (i.e., BMP, TIFF, JPEG, RAW) and the selection of the appropriate camera format for a given situation and end usage requirements

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	7.15 Plan and prepare an outdoor and an indoor photo shoot according to a client's needs, including setting up the necessary equipment
	7.16 Understand and compare the different common printing processes (offset, digital, web, screen printing, flexography, gravure and thermography, their market segments and the advantages/disadvantages of each)
	7.17 Explore paper options for a job, including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch
	7.18 Understand usability and design criteria for use on web and mobile devices, including navigation, sizing, and format
IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN GRAPHIC/WEB DESIGN	8.1 Define the kinds of industry standard software and what they should be used for: photo manipulation, drawing, and page layout
	8.2 Use the creative process, including developing multiple design ideas to determine the best solution for a product
	8.3 Apply knowledge of design principles, elements, typography, and color relationships to projects
	8.4 Produce single and multi-color projects
	8.5 Create vector illustrations using layers, shape, line, and typography
	8.6 Enhance and edit raster images using layers, transparencies, masking, selection tools, editing tools, color correction, filters, and special effects of industry standard photo manipulation software
	8.7 Create single and multi-page products using industry standard layout software and/or online, according to specifications
	8.8 Demonstrate type specifics, alignment, and appropriate use of margins, columns, grids bleeds, and styles
	8.9 Execute an outdoor and an indoor photo shoot according to a client's needs, including setting up the necessary equipment
	8.10 Work in a team to produce a larger project
	8.11 Post content to an active website
PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN GR	9.1 Use the creative process, including editing/revising a product to meet a client's needs
	9.2 Compare color reproduction on the monitor and a printed substrate
	Evaluate a product for target audience and end use

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	9.4 Work in a team to edit/revise a larger project
DELIVER/DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN GRAPHIC/WEB DESIGN	10.1 Use the creative process, including publishing a product
	10.2 Understand various file formats and list the advantages/disadvantages of each
	10.3 Define preflighting and its purpose
	10.4 Package a file for printing
	10.5 Explore binding and finishing options, to include imposition
	10.6 Optimize and post a finished product to an active website
MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN GRAPHIC/WEB DESIGN	11.1 Critique a project throughout every phase of production for accuracy, end-usage, and audience
	11.2 Review a project workflow after completion and determine areas of improvement
PRESENT PRODUCT(S) TO SELECTED AUDIENCE(S) USING MEDIA IN GRAPHIC/WEB DESIGN	12.1 Discuss the importance of "dress for success"
	12.2 Demonstrate proper etiquette for introductions
	12.3 Identify and discuss different kinds of portfolios, and the organization of elements included
	12.4 Utilize presentation skills to present a solution to a project, demonstrating an understanding of the relationship between content, color, typography, images, and layout