

# Advertising and Graphic Design I: Grades 9-12

## Career Planning and Management 1.0

### 1 Research and analyze career opportunities and trends in advertising and graphic design 1.1

- 1 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure. 1.1.1
- 2 Identify current and future trends in Advertising and Graphic Design career fields. 1.1.2
- 3 Develop a career plan that reflects career interests, pathways, and postsecondary options. 1.1.3

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### 2 Develop job attainment skills, practices, and materials 1.2

- 1 Create and maintain a portfolio. 1.2.1
- 2 Identify the elements of job applications. Practice job interview etiquette and procedures 1.2.2
- 3 Understand how digital media is used by potential employers and postsecondary agencies to evaluate candidates 1.2.3

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### 3 Evaluate and simulate workplace so: skills, and safety protocols 1.3

- 1 Evaluate personal character traits such as trust, respect, dependability, and responsibility and understand the impact they can have on career success. 1.3.1
- 2 Practice cooperative learning and demonstrate flexibility, positivity, and teamwork. 1.3.2
- 3 Exhibit personal health and workplace safety 1.3.3
- 4 Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate. 1.3.4

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## Ethics and Legal Responsibility 2.0

### 1 Demonstrate knowledge of copyright and intellectual property law 2.1

- 1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing 2.1.1
- 2 Examine the consequences of violating copyright, privacy, and data security laws 2.1.2
- 3 Model appropriate use of images and information in production of graphic works. 2.1.3

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## **2 Demonstrate ethical practices as it relates to the industry law** 2.2

- 1 Research and discuss censorship as it applies to the graphic design industry. 2.2.1
  - 2 Integrate cultural sensitivity and diversity awareness into the design process. 2.2.2
  - 3 Debate legal versus ethical behaviors 2.2.3
  - 4 Incorporate ethical behaviors in graphic projects 2.2.4
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### **Creation and Application Communicate and demonstrate basic art and design fundamentals.** 3.0

#### **1 Identify and apply elements and principles of design** 3.1

- 1 Identify and demonstrate an understanding of elements and principles of design. 3.1.1
  - 2 Evaluate and analyze the elements and principles of publications. 3.1.2
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#### **2 Explore and incorporate basic color theory** 3.2

- 1 Identify and utilize basic color properties and relationships. 3.2.1
  - 2 Analyze color psychology or meaning. 3.2.2
  - 3 Distinguish basic color modes and their functions in regards to workflow and printing. 3.2.3
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#### **3 Explore and incorporate typography** 3.3

- 1 Demonstrate an understanding of the anatomy of type. 3.3.1
  - 2 Exhibit an understanding of the history and art of arranging type, type design, and modifying type glyphs and characters. 3.3.2
  - 3 Illustrate the ability to select and use typography to enhance graphics and art. 3.3.3
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#### **4 Analyze and assess the impact of advertising and graphic design developments throughout history and modern culture.** 3.4

- 1 Identify and analyze major influences and changing styles in advertising and graphic design throughout history. 3.4.1
  - 2 Evaluate past and current advertising and graphic design industry trends. 3.4.2
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### **Technical Skills and Knowledge Research and implement basic technology trends in advertising and graphic design.** 4.0

#### **1 Performance Indicator 4.1 Explore and apply basic computer operation skills** 4.1

- 1 Manage basic computer operations (desktop environment, basic commands, navigation). 4.1.1
- 2 Construct basic file types and file storage for organizational effectiveness. 4.1.2
- 3 Use terms related to computer skills in advertising and graphic design correctly and appropriately. 4.1.3

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**2 Examine and utilize industry standard vector-based illustration software: (i.e., Adobe Illustrator, Corel Draw, Inkscape, etc.)** 4.2

- 1 Identify elements of the vector-based illustration software user interface and demonstrate knowledge of their functions. 4.2.1
- 2 Manipulate basic tools to create illustrations. 4.2.2
- 3 Recognize basic text tools and type panels. 4.2.3
- 4 Understand basic vector drawing concepts. 4.2.4
- 5 Discern basic options for opening a new document and saving for final output. 4.2.5

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**3 Examine and utilize industry standard image manipulation software: (i.e., Adobe Photoshop, Gimp, Pixlar, etc.)** 4.3

- 1 Identify elements of the image manipulation software user interface and demonstrate knowledge of their functions. 4.3.1
- 2 Transform images using a variety of basic tools. 4.3.2
- 3 Apply basic layer management and masks. 4.3.3
- 4 Manipulate images using basic tools and selections. 4.3.4
- 5 Recognize basic options for opening a new document and saving for final output. 4.3.5

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**4 Examine and utilize industry standard page layout software: (i.e., Adobe InDesign)** 4.4

- 1 Identify elements of the page layout software user interface and demonstrate knowledge of their functions. 4.4.1
- 2 Utilize basic dimensions, and various formats for different styles of publications. 4.4.2
- 3 Establish basic text tools and type panels. 4.4.3
- 4 Apply frames and place images or graphics. 4.4.4
- 5 Comprehend options for opening a new document and saving for final output. 4.4.5

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**Advertising and Design  
Demonstrate a basic  
understanding of the  
advertising production  
process.** 5.0

**1 Incorporate marketing strategies within the design process.** 5.1

- 1 Analyze and demonstrate understanding of basic marketing strategies. 5.1.1
- 2 Explore the graphic design process. 5.1.2
- 3 Denote final deliverable for use in marketing and sales. 5.1.3

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## **2 Implement Branding as an Advertising Technique** 5.2

- 1 Identify and discern terminology used in branding. 5.2.1
- 2 Develop the key components of a brand. 5.2.2
- 3 Determine the use of branding. 5.2.3

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## **3 Communication and Presentation** 5.3

- 1 Interpret intent and meaning in personal or professional work in terms of message, style, or aesthetics. 5.3.1
- 2 Apply criteria to evaluate personal or professional work. 5.3.2
- 3 Use technology to create a variety of audio, visual, written, and electronic presentations. 5.3.3