Idaho CTE

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

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

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

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

Skip to main content

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

Production Using Industry Standard Software 3.0

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

Skip to main content

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

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

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

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

Skip to main content

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

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

Skip to main content

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

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

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

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

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