Kansas CTE

Graphic Design Fundamentals (2011): Grades 9, 10, 11, 12

Adopted 2011

Essential Knowledge and Skills

0.1 Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.

1. Adapt language for audience, purpose, situation (i.e. diction/structure, style). 0.1.1
2. Compose focused copy for a variety of written documents (i.e. documents, notes, oral presentations reports). 0.1.2
3. Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division. 0.1.3
4. Analyze data when interpreting operational documents. 0.1.4

0.2 Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.

1. Interpret information, data and observations to apply information learned from reading to actual practice. 0.2.1
2. Communicate effectively with others to foster positive relationships. 0.2.2
3. Reference the sources of information. 0.2.3
4. Compose multi-paragraph documents clearly, succinctly, and accurately (i.e. correct grammar, spelling, punctuation and capitalization). 0.2.4
5. Deliver an oral presentation to provide information for specific purposes and audiences. 0.2.5

0.3 Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize, and evaluate) independently and in teams.

1. Analyze elements of a problem to determine solutions (including how to think creatively). 0.3.1

0.4 Understand the importance of health, safety, and environmental management systems and follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.

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1. Follow operation manuals for all equipment and tools to maintain safe workplace for self and others. 0.4.1

2. Demonstrate safe work habits and procedures (i.e. personal habits, around electricity, storage of equipment). 0.4.2

0.5 Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

1. Exhibit leadership skills (i.e. management of resources, listening to others, respect, supporting others). 0.5.1
2. Work with others to achieve objectives in a timely manner (i.e. follow direction, take responsibility, respect for others and cooperation). 0.5.2

0.6 Know and understand the importance of professional ethics and legal responsibilities.

1. Follow code of ethics for the Arts, AV and Communications field in all projects, decisions and actions. 0.6.1

0.7 Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.

1. Model behaviors of a good employee (i.e. reliability, dependability, professionalism). 0.7.1
2. Create a record of work experiences, certifications and products. 0.7.2

Technical Skills

1.0 Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

1.1 Analyze career paths in the visual arts.

1. Explore visual communication careers which utilize graphic design. 1.1.1
2. Compare the advantages and disadvantages of working independently and working for others within the field (including mass production vs. custom work). 1.1.2

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1.2 Demonstrate technical skills related to careers in the visual arts.

1. Describe how changing technology is impacting the visual communications industry. 1.2.1
2. Explore present and future uses of graphic design by looking at the present market and predicting trends (i.e. magazines, logos, hang tags, store signage, product and packaging design). 1.2.2
3. Define common terminology and concepts in graphic design (i.e. scale drawing, thumbnail sketches, perspective, typography and branding). 1.2.3
4. Explore the equipment, software and tools used in graphic design for electronic applications. 1.2.4
5. Analyze how images can convey messages. 1.2.5
6. Describe how graphic design is used in digital applications. 1.2.6
7. Demonstrate the methods used to create a visual representation of ideas and messages (i.e. combining words, symbols and/or images). 1.2.7
8. Identify the basics of composition. 1.2.8
9. Identify and understand the design elements and principles. 1.2.9
10. Analyze the effects of the design elements (e.g. Optical illusion and color theory). 1.2.10
11. Compare and contrast 2-D and 3-D design. 1.2.11
12. Analyze legal concerns that affect the design field such as copyright and trademark issues. 1.2.12
13. Describe the fundamental design principles in graphic design. 1.2.13
14. Evaluate the visual appeal of graphic designs within visual communications. 1.2.14
15. Analyze the design process of graphic projects (from concept to finished product). 1.2.15
16. Demonstrate design principles in a graphic design project. 1.2.16
17. Demonstrate proper use of tools, software and equipment. 1.2.17
18. Understand and demonstrate quality presentation skills. 1.2.18
19. Create a portfolio of graphic design projects. 1.2.19