Maryland CTE Programs of Study

Graphic Communications III (2025)

GENERAL REQUIREMENTS. This course is recommended for students in Grades 10-12. 1

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INTRODUCTION 2

A **Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.** 2.A

B **The Arts, Entertainment and Design Career Cluster combines creative roles in visual and performing arts, film, journalism, fashion, interior design, and creative technologies. This Cluster focuses on creating, producing, and sharing artistic and design work across multiple platforms, aiming to entertain, inform, beautify, and inspire.** 2.B

C **The Graphic Communications program of study careers encompasses the creation and production of visually engaging digital content such as visual marketing, graphic design, augmented and virtual reality, web design, and user interfaces/user experiences. This program of study combines artistic talent and technology to produce interactive content, entertainment, commercial product and packaging design, and promotional materials.** 2.C

D **Graphic Communications III deepens students' expertise in advanced creative and technical skills, focusing on post-production, motion graphics, and complex visual effects. Students explore techniques in compositing, advanced color correction, and 3D effects using tools like Adobe After Effects and Avid Media Composer.** 2.D

E **Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational interviews or job shadowing relevant to the program of study.** 2.E

F **Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO ctivities is an expectation for CTE programs in the state of Maryland.** 2.F

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KNOWLEDGE AND SKILLS 3

A The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to: 3.A

1. Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a clean and safe work environment, and pride in work. 3.A.1
2. Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn. 3.A.2
3. Employ effective reading, writing, and technical documentation skills. 3.A.3
4. Solve problems using critical thinking techniques and structured troubleshooting methodologies. 3.A.4
5. Demonstrate leadership skills and collaborate effectively as a team member. 3.A.5
6. Implement safety procedures, including proper use of software and following privacy guidelines. 3.A.6
7. Exhibit an understanding of legal and ethical responsibilities in the Graphic Communications field, following data privacy laws and best practices for security. 3.A.7
8. Demonstrate time-management skills and the ability to prioritize tasks in a technical setting. 3.A.8

B The student identifies various career pathways in the Graphic Communications field. The student is expected to: 3.B

1. Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles in Graphic Communications. 3.B.1
2. Create a professional resume and portfolio showcasing skills and projects that meet certification requirements, emphasizing layout and design accuracy. 3.B.2
3. Demonstrate effective interview skills for roles in media and graphic communications. 3.B.3

C The student develops technology and digital literacy skills. The student is expected to: 3.C

1. Use industry-standard design software such as Adobe Photoshop, Illustrator, and InDesign to create, edit, and publish digital and print-ready visual content. 3.C.1
2. Apply effective file management techniques, including organizing project files, maintaining version control, and adhering to proper naming conventions to enhance workflow and collaboration. 3.C.2
3. Demonstrate proficiency in using digital tools for prepress preparation, including color management, resolution adjustments, and setting up files for print and digital distribution. 3.C.3
4. Create interactive and multimedia projects by integrating hyperlinks, navigation elements, and multimedia components to design user-focused digital publications. 3.C.4

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5 Evaluate design projects through the use of critical thinking and problem-solving skills, utilizing feedback, industry standards, and design principles to refine and improve work. 3.C.5

6 Develop a professional online and print portfolio using digital platforms and tools to showcase technical skills, creativity, and industry-aligned competencies for career readiness 3.C.6

D The student integrates core academic skills into Graphic Communications practices. The student is expected to: 3.D

1 Integrate English language arts skills, such as writing informative texts, crafting project descriptions, and delivering oral presentations, to articulate design concepts and processes effectively. 3.D.1

2 Apply mathematical principles, including scaling, ratios, geometry, and proportional reasoning, to accurately size, align, and format digital and print design elements. 3.D.2

3 Analyze design projects using critical thinking skills, evaluating visual components for effectiveness, audience engagement, and adherence to industry standards. 3.D.3

4 Incorporate scientific concepts, such as color theory and light behavior, to manage color models, gradients, and visual effects in digital and print media. 3.D.4

E The student demonstrates advanced skills in layout design and publication. The student is expected to: 3.E

1 Create complex, multi-page layouts using Adobe InDesign, including setting up master pages, grids, and custom style sheets. 3.E.1

2 Incorporate typography effectively, utilizing advanced text formatting, kerning, and leading to enhance readability and aesthetic appeal. 3.E.2

3 Use interactive elements in layouts, such as hyperlinks, buttons, and multimedia, to design content for both digital and print media. 3.E.3

4 Analyze and evaluate visual media, using knowledge of branding, audience engagement, and user experience. 3.E.4

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F **The student demonstrates foundational motion-design skills using Adobe After Effects (or comparable software).** 3.F

1. Explain core principles of motion design—including timing, easing, anticipation, follow- through, and kinetic typography—and compare them with static design principles. 3.F.1
2. Create short motion-graphics sequences that incorporate text, shape layers, and keyframes to enhance visual storytelling. 3.F.2
3. Apply basic compositing techniques (masking, track mattes, alpha channels) to integrate animated elements with still graphics or video footage. 3.F.3
4. Export motion graphics in appropriate file formats (e.g., H.264 MP4, animated GIF, Lottie JSON) optimized for web, social-media, and broadcast use, documenting settings that balance quality and file size. 3.F.4

G **The student prepares for industry-recognized certification in Adobe InDesign. The student is expected to:** 3.G

1. Complete projects that reflect industry standards for Adobe Certified Professional certification in InDesign, including real-world applications like brochures, reports, and digital publications. 3.G.1
2. Demonstrate proficiency in exporting files for various formats, understanding preflight checks, and ensuring print-ready quality. 3.G.2

H **The student explores advanced print production techniques and prepress procedures. The student is expected to:** 3.H

1. Apply advanced color management techniques to ensure color consistency across digital and print formats. 3.H.1
2. Use preflight tools to identify and correct file errors, such as font issues, bleed inconsistencies, and resolution problems before printing. 3.H.2
3. Understand the roles and processes within print production environments, including proofing, plate preparation, and quality control. 3.H.3

I **The student begins preparation for a capstone experience by developing a professional portfolio. The student is expected to:** 3.I

1. Select and refine work samples to build a cohesive portfolio that demonstrates technical skills and creativity in layout design, typography, and digital media. 3.I.1
2. Incorporate feedback from peers and mentors to improve portfolio quality and presentation. 3.I.2
3. Create project summaries and reflective statements for each piece in the portfolio, articulating design decisions and technical methods used. 3.I.3

J **The student applies quality control concepts in digital design and prepress processes. The student is expected to:** 3.J

1. Conduct a digital preflight check on a layout to verify resolution, fonts, color modes, and bleed settings. 3.J.1

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2 Identify common design errors that affect print output, such as low-resolution images or RGB color in CMYK files. 3.J.2

3 Use digital proofing methods (soft proofing and PDF review) to ensure design accuracy before final output. 3.J.3