Mississippi CTE

Graphic Design I (2023)

Unit 1: Introduction to Graphic Design 1

1 **Define and discuss the applications of graphic design.** 1.1

- a Define graphic design. 1.1.A
- b Identify uses of graphic design in practical applications. 1.1.B

2 **Connect the history and purpose of graphic design.** 1.2

- a Determine the correlation between graphic design and social trends, power, equality, cultural identity, etc. 1.2.A

3 **Explore ethical and legal issues as they relate to graphic design.** 1.3

- a Identify safeguards for protecting intellectual property. 1.3.A
- b Define fair use, licensing, and copyright. 1.3.B
- c Research ethical concepts (e.g., personal use, commercial use, file sharing, photo manipulation, etc.). 1.3.C
- d Investigate the effect of technology on ethical and legal decisions. 1.3.D

Unit 2: Design Concepts and Principles 2

1 **Discuss and identify graphic design elements.** 2.1

- a Define graphic design elements. 2.1.A
  - 1 Images 2.1.A.1
  - 2 Typography 2.1.A.2
  - 3 Colors 2.1.A.3
  - 4 Lines 2.1.A.4
  - 5 Shapes 2.1.A.5
  - 6 Textures 2.1.A.6
- b Examine terminology and concepts related to graphic design elements (e.g., fonts, color theories, digital photography, etc.). 2.1.B

2 **Discuss and identify design principles.** 2.2

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a Define design principles. 2.2.A

1 Balance 2.2.A.1

2 Contrast 2.2.A.2

3 Rhythm 2.2.A.3

4 Emphasis 2.2.A.4

5 Movement 2.2.A.5

6 Pattern 2.2.A.6

7 Unity 2.2.A.7

8 Positive/Negative space 2.2.A.8

b Identify design principles in created work. 2.2.B

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3 Discuss and identify design composition strategies. 2.3

a Define commonly used composition techniques. 2.3.A

1 Rule of thirds 2.3.A.1

2 Focal point 2.3.A.2

3 Leading lines 2.3.A.3

4 Framing 2.3.A.4

5 Scaling 2.3.A.5

6 Perspective and angles 2.3.A.6

b Identify composition strategies in created work. 2.3.B

Unit 3: Graphic Design Technology Tools 3

1 Distinguish between graphic design programs. 3.1

a Explain the purpose of commonly used graphic design programs (e.g., Adobe Creative Suite/Cloud, Microsoft Office, Google applications, freeware/open source, etc.) 3.1.A

b Identify the differences between raster and vector images. 3.1.B

c Compare graphic design applications and their best uses. 3.1.C

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1 Identify industry standard and casual use programs for design purposes. 3.1

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2 Explore raster imagery. 3.2

a Identify raster image sources. 3.2.A

b Compare and contrast different raster image file types. 3.2.B

c Explore the management of image file quality (e.g., resolution, lossy compression, lossless compression, resampling, resizing, etc.). 3.2.C

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3 **Explore vector imagery.** 3.3

- a Identify vector image sources. 3.3.A
- b Compare and contrast different vector image file types. 3.3.B

4 **Compare and contrast the uses of raster and vector images.** 3.4

Unit 4: Design Visualization 4

1 **Explore layout software.** 4.1

2 **Demonstrate the use of typography in the design process.** 4.2

- a Examine typography vocabulary. 4.2.A
- b Distinguish between different typefaces and determine optimal usage of each. 4.2.B
- c Demonstrate the use of various typography tools on a layout. 4.2.C
- d Evaluate the effectiveness of fonts based on project goals. 4.2.D

3 **Demonstrate the use of color in the design process.** 4.3

- a Understand various color processing models (e.g., CMYK, RGB, HSB, etc.). 4.3.A
- b Define color terminology (e.g., hue, saturation, grayscale, shade, tint, tone, etc.). 4.3.B
- c Experiment with different color theories (e.g., analogous, monochromatic, triadic, etc.) on a layout. 4.3.C
- d Evaluate the use of colors in conveying emotions/messages in graphic design. 4.3.D
- e Create texture using color tools on a layout. 4.3.E

4 **Demonstrate the use of imagery in the design process.** 4.4

- a Demonstrate the use of lines on a layout. 4.4.A
- b Demonstrate the use of shapes on a layout. 4.4.B
- c Create texture using lines and shapes on a layout. 4.4.C
- d Demonstrate the use of photography on a layout. 4.4.D

5 **Demonstrate the use of design principles in the layout process.** 4.5

Unit 5: Raster Image Editing 5

1 **Explore raster image editing software.** 5.1

2 **Demonstrate image enhancement in raster editing.** 5.2

- a Explore color enhancement processes (e.g., curves, highlights, midtones, shadows, etc.). 5.2.A
- b Explore retouch tools used to enhance raster images. 5.2.B

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3 **Demonstrate the use of layers to perform advanced raster image editing techniques.** 5.3

a Create layers for non-destructive editing. 5.3.A

b Create layer masks for partial image editing. 5.3.B