

# 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
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### 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
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### 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
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## 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

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## 2 Discuss and identify design principles. 2.2

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

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## **Unit 4: Design Visualization** 4

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### **1 Explore layout software.** 4.1

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

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## **Unit 5: Raster Image Editing** 5

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

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### **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