

# Graphic Design II (2023)

## Unit 1: Vector Image Creation and Editing 1

**1 Discuss knowledge of essential vector terminology (e.g., path, fill, stroke, segments, anchor points, end points, etc.). DOK2 1.1**

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**2 Explore vector image editing software. 1.2**

- a Examine different shape tools. 1.2.A
  - b Examine different line tools. 1.2.B
  - c Examine different text tools. 1.2.C
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**3 Create a vector image. 1.3**

- a Create a simple shape. 1.3.A
  - b Create a simple composition using shapes. 1.3.B
  - c Create a vector image from a raster image. 1.3.C
  - d Create an original piece of vector artwork using vector editing software. 1.3.D
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**4 Edit a vector image. 1.4**

- a Use vector editing tools to add or change anchor points in an image. 1.4.A
  - b Edit images using clipping masks. 1.4.B
  - c Use filters to modify a vector image. 1.4.C
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**5 Demonstrate the use of layers to perform advanced vector editing techniques. 1.5**

- a Create a vector image from a raster image using layers. 1.5.A
  - b Create an original piece of vector artwork using layering effects. 1.5.B
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## Unit 2: Branding and Visual Identity 2

**1 Define terminology related to branding (e.g., logo, trademark, registered trademark, slogan, etc.). 2.1**

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**2 Understand the importance of a logo to a business's branding strategy. 2.2**

- a Examine the importance of logos in brand recognition. 2.2.A
  - b Research logos to evaluate the design strategies used. 2.2.B
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**3 Analyze and duplicate an existing logo using vector editing software. 2.3**

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**4 Design an original logo using vector editing software. DOK4** 2.4

- a Justify the use of color in logo creation. 2.4.A
  - b Connect logo elements to design principles 2.4.B
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**Unit 3: Graphic Design for Web-Based Media** 3

**1 Differentiate between design for print and design for digital media.** 3.1

- a Explore the use of web-safe colors for digital media. 3.1.A
  - b Explain the reasoning for using small file sizes for imagery. 3.1.B
  - c Examine web-appropriate typography. 3.1.C
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**2 Create digital media content.** 3.2

- a Define a banner ad. 3.2.A
  - b Design a banner ad for a web page. 3.2.B
  - c Research advertisement specifications for various media platforms. 3.2.C
  - d Create an advertisement for use on at least two social media platforms 3.2.D
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**Unit 4: The Digital Portfolio** 4

**1 Understand the purpose of a digital portfolio.** 4.1

**2 Create a graphic design digital portfolio using an industry-standard platform (i.e., Google Sites, Adobe Portfolio, Canva, etc.).** 4.2

**3 Create graphic design samples that incorporate design elements and principles.** 4.3

- a Create at least two original print media samples. 4.3.A
  - b Create an original vector image that has been edited. 4.3.B
  - c Create an original raster image that has been edited. 4.3.C
  - d Create at least two original digital media design samples. 4.3.D
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**4 Present a digital portfolio.** 4.4

**5 Research the use of a digital portfolio within the graphic design industry. DOK4** 4.5

- a Create a promotional piece about a specific career using graphic design software. 4.5.A