Mississippi CTE

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

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

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

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

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

Unit 2: Branding and Visual Identity 2

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

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

3 **Analyze and duplicate an existing logo using vector editing software.** 2.3

)esign an original logo using vector editing software. DOK4 2.4

- Justify the use of color in logo creation. 2.4.A

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b Connect logo elements to design principles 2.4.B

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

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

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

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