Nevada CTE

# Graphic Design

## Integrate Career and Technical Student Organizations (CTSOS) NVGD.I.1

### 1.1 Explore the History and Organizations of CTSOs NVGD.I.1.1

- 1.1.1 Discuss the requirements of CTSO participation/involvement as described in Carl D. Perkins Law NVGD.I.1.1.1
- 1.1.2 Research nationally recognized CTSOs NVGD.I.1.1.2
- 1.1.3 Investigate the impact of federal and state government regarding the progression and operation of CTSOs (e.g., Federal Statutes and Regulations, Nevada Administrative Code [NAC], Nevada Revised Statutes [NRS]) NVGD.I.1.1.3

### 1.2 Develop Leadership Skills NVGD.I.1.2

- 1.2.1 Discuss teh purpose of parlimentary procedure NVGD.I.1.2.1
- 1.2.2 Demonstrate the proper use of parliamentary procedure NVGD.I.1.2.2
- 1.2.3 Differentiate between an office and a committee NVGD.I.1.2.3
- 1.2.4 Discuss the importance of participation in local, regional, state, and national conferences, events, and competitions NVGD.I.1.2.4
- 1.2.5 Participate in local, regional, state, or national conferences, events, or competitions NVGD.I.1.2.5
- 1.2.6 Describe the importance of a constitution and bylaws to the operation of a CTSO chapter NVGD.I.1.2.5.6

### 1.3 Participate in Community Service NVGD.I.1.3

- 1.3.1 Explore opportunities in community service-related work-based learning (WBL) NVGD.I.1.3.1
- 1.3.2 Participate in a service learning (program related) and/or community service project or activity NVGD.I.1.3.2
- 1.3.3 Engage with business and industry partners for community service NVGD.I.1.3.3

### 1.4 Develop Professional and Career Skills NVGD.I.1.4

- 1.4.1 Demonstrate college and career readiness (e.g., applications, resumes, interview skills, presentation skills) NVGD.I.1.4.1
- 1.4.2 Describe the appropriate professional/workplace attire and its importance NVGD.I.1.4.2
- 1.4.3 Investigate industry-standard credentials/certifications available within this Career Cluster™ NVGD.I.1.4.3

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1.4.4 Participate in authentic contextualized instructional activities NVGD.I.1.4.4

1.4.5 Demonstrate technical skills in various student organization activities/events NVGD.I.1.4.5

**1.5 Understand the Relevance of Career and Technical Education (CTE)** NVGD.I.1.5

1.5.1 Make a connection between program standards to career pathway(s) NVGD.I.1.5.1

1.5.2 Explain the importance of participation and completion of a program of study NVGD.I.1.5.2

1.5.3 Promote community awareness of local student organizations associated with CTE programs NVGD.I.1.5.3

**Demonstrate Knowledge of the Graphics Industry** NVGD.I.2

**2.1 Demonstrate Knowledge of the History of the Graphic Design Field** NVGD.I.2.1

2.1.1 Research historical technologies that advanced graphic design NVGD.I.2.1.1

2.1.2 Describe past, present, and future styles in the graphic design field NVGD.I.2.1.2

2.1.3 Identify art movements that impacted graphic design NVGD.I.2.1.3

2.1.4 Describe the importance of culture and society on graphic design's relationship with and impact on audiences NVGD.I.2.1.4

**2.2 Communicate Ideas Using Appropriate Industry Terminology** NVGD.I.2.2

2.2.1 Formulate written and verbal communications using industry standard terms NVGD.I.2.2.1

2.2.2 Prepare and present a visual presentation utilizing appropriate industry terminology NVGD.I.2.2.2

**2.3 Demonstrate Knowledge of Career Pathways** NVGD.I.2.3

2.3.1 Research various careers in the graphic design and related industries NVGD.I.2.3.1

2.3.2 Prepare and present a visual presentation about a career opportunity NVGD.I.2.3.2

**Demonstrate Knowledge of Ethical and Legal Issues Related to Graphic Design** NVGD.I.3

**3.1 Demonstrate Knowledge of Copyright and Intellectual Property Law** NVGD.I.3.1

3.1.1 Research laws governing copyright, intellectual property (including font usage, photography, image, illustration, audio and video rights), and software licensing NVGD.I.3.1.1

3.1.2 Research laws governing brand issues, trademark, and other proprietary rights NVGD.I.3.1.2

3.1.3 Discuss consequences of violating copyright, privacy, and data security laws NVGD.I.3.1.3

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3.1.4 Define and debate fair use, including authorships, rights of use for work and likeness, and credit lines NVGD.I.3.1.4

3.1.5 Model fair use in production of graphic works NVGD.I.3.1.5

**3.2 Demonstrate Ethical Behavior as it Relates to the Industry** NVGD.I.3.2

3.2.1 Research and discuss censorship as it applies to the graphic design industry NVGD.I.3.2.1

3.2.2 Research the purpose of non-disclosure agreements (NDA) NVGD.I.3.2.2

3.2.3 Incorporate cultural sensitivity and diversity awareness into the design process NVGD.I.3.2.3

3.2.4 Debate legal versus ethical behaviors NVGD.I.3.2.4

3.2.5 Incorporate ethical behaviors in graphic projects NVGD.I.3.2.5

**Apply Elements and Principles of Design to Communicate Visually** NVGD.I.4

**4.1 Identify and Apply the Design Process** NVGD.I.4.1

4.1.1 Explain the design process NVGD.I.4.1.1

4.1.2 Apply the design process to generate graphic works NVGD.I.4.1.2

**4.2 Identify and Apply the Elements of Design** NVGD.I.4.2

4.2.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work NVGD.I.4.2.1

4.2.2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work NVGD.I.4.2.2

4.2.3 Incorporate color, line, shape, texture, size, and value in student-generated graphic work NVGD.I.4.2.3

4.2.4 Demonstrate the elements of design through manual and digital sketching NVGD.I.4.2.4

**4.3 Identify and Apply the Principles of Design** NVGD.I.4.3

4.3.1 Identify the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works NVGD.I.4.3.1

4.3.2 Analyze the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works NVGD.I.4.3.2

4.3.3 Incorporate principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in student-generated graphic works NVGD.I.4.3.3

4.3.4 Demonstrate the principles of design through various drawing techniques NVGD.I.4.3.4

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**Identify and Apply the Principles of Typography** NVGD.I.4.4

4.4.1 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters) NVGD.I.4.4.1

4.4.2 Identify the different classifications and styles of type NVGD.I.4.4.2

4.4.3 Apply and adjust formatting to type (i.e., style, size, hierarchy, spacing, alignment, color, value) NVGD.I.4.4.3

4.4.4 Construct graphic works utilizing and manipulating type to convey a message based on media requirements NVGD.I.4.4.4

**4.5 Apply the Principles and Elements of Design to Layout** NVGD.I.4.5

4.5.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works NVGD.I.4.5.1

4.5.2 Create graphic works utilizing grids NVGD.I.4.5.2

4.5.3 Create graphic works utilizing templates NVGD.I.4.5.3

4.5.4 Demonstrate layout skills for print collaterals (i.e., business cards, newspapers, packaging) NVGD.I.4.5.4

4.5.5 Demonstrate layout skills for digital media (i.e., websites, mobile apps, video games) NVGD.I.4.5.5

4.5.6 Explain the importance of user interface/user experience (UI/UX) in design NVGD.I.4.5.6

4.5.7 Analyze samples of works to evaluate UI/UX design NVGD.I.4.5.7

4.5.8 Explain the importance of consistency of design NVGD.I.4.5.8

4.5.9 Explain the importance of usability NVGD.I.4.5.9

4.5.10 Explain the importance of core messaging and branding identity NVGD.I.4.5.10

4.5.11 Apply measurement tools and ratio analysis to image positioning in graphic works NVGD.I.4.5.11

4.5.12 Solve aspect ratio proportion measurement in video and animation development NVGD.I.4.5.12

**Demonstrate Knowledge of the Key Aspects of Production Using Industry Standard Software** NVGD.I.5

**5.1 Demonstrate Knowledge of Concept Development** NVGD.I.5.1

5.1.1 Identify the client needs for design projects to determine concept development NVGD.I.5.1.1

5.1.2 Research the needs and challenges of the design problem NVGD.I.5.1.2

5.1.3 Generate project ideas through the use of storyboard, thumbnails, roughs, mock-ups, wireframes, etc. NVGD.I.5.1.3

**5.2 Demonstrate Knowledge of Image Creation and Manipulation** NVGD.I.5.2

5.2.1 Analyze differences and appropriate applications of vector-based and bitmap images NVGD.I.5.2.1

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5.2.2 Research different ways to acquire source images (e.g., taking own photos, downloading images) NVGD.I.5.2.2

5.2.3 Use a variety of input devices to import photos, images, and other content NVGD.I.5.2.3

5.2.4 Incorporate the use of image manipulation and illustration software into final products NVGD.I.5.2.4

5.2.5 Apply nondestructive image editing techniques such as layering and masking NVGD.I.5.2.5

5.2.6 Practice using different selection tools and techniques to manipulate images NVGD.I.5.2.6

**5.3 Demonstrate Applications of media Outputs** NVGD.I.5.3

5.3.1 Use appropriate resolution, compression, and file formats for various media outputs, including web, video, print, and motion NVGD.I.5.3.1

5.3.2 Incorporate appropriate color modes in graphic works, including but not limited to RGB and CMYK NVGD.I.5.3.2

**5.4 Demonstrate Knowledge of the Graphic Design Workflow to Increawse Success and Productivity** NVGD.I.5.4

5.4.1 Develop a workflow for a project NVGD.I.5.4.1

5.4.2 Produce correct file naming and file management for projects based on media requirements NVGD.I.5.4.2

5.4.3 Synthesize information collected from communications with various stakeholders NVGD.I.5.4.3

5.4.4 Integrate project specifications for effective project workflow NVGD.I.5.4.4

5.4.5 Create projects that define core message NVGD.I.5.4.5

**5.5 Demosntrate Knowledge of the Process and Design of Infographics** NVGD.I.5.5

5.5.1 Evaluate infographics for effective communication and balance of visuals NVGD.I.5.5.1

5.5.2 Organize data for proper visualization NVGD.I.5.5.2

5.5.3 Compress data for use in a simple narrative NVGD.I.5.5.3

5.5.4 Create graphics linking visuals to data NVGD.I.5.5.4

**Create and Maintain a Personal Portfolio** NVGD.I.6

**6.1 Create and Maintain a Personal Portfolio** NVGD.I.6.1

6.1.1 Research and compare the various types of personal portfolios NVGD.I.6.1.1

6.1.2 Develop graphics portfolios that include traditional and digital works NVGD.I.6.1.2

6.1.3 Recognize that portfolios are dynamic and require maintenance NVGD.I.6.1.3

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**Demonstrate the Process of Evaluating Portfolios** NVGD.I.6.2

6.2.1 Conduct peer and self-evaluations using rubrics NVGD.I.6.2.1

6.2.2 Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate criticism NVGD.I.6.2.2

6.2.3 Revise portfolio based on critique and growth NVGD.I.6.2.3