North Carolina CTE

Adobe Visual Design II Honors (2023)

Apply knowledge of the visual design industry. 1	**1** Identify the purpose, audience, and audience needs for preparing images. 1.01
	2 Communicate with colleagues and clients about design plans. 1.02
	3 Identify the type of copyright, permissions, and licensing required to use specific content. 1.03
	4 Build knowledge of key terminology related to publications. 1.04
	5 Utilize knowledge of basic design principles and best practices employed in the design industry. 1.05
Apply project setup and interface. 2	**1** Carry out developing a document with the appropriate settings for web, print, and mobile. 2.01
	2 Navigate, organize, and customize the application workspace. 2.02
	3 Use non-printing design tools in the interface to aid in design or workflow. 2.03
	4 Import assets into a project. 2.04
	5 Manage colors, swatches, and gradients. 2.05
	6 Manage paragraph, character, and object styles. 2.06
Apply document organization. 3	**1** Use layers to manage design elements. 3.01
	2 Manage and modify pages. 3.02
Construct and modify visual elements. 4	**1** Utilize core tools and features to lay out visual elements. 4.01
	2 Select and manipulate text using appropriate typographic settings. 4.02
	3 Build, manage, and edit selections. 4.03
	4 Experiment with digital graphics and media within a publication. 4.04

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	5 Utilize basic reconstructing and editing techniques to manipulate document content. 4.05
	6 Construct the appearance of design elements by using effects and styles. 4.06
	7 Develop interactive or dynamic content or media within a project. 4.07
	8 Construct and edit tables. 4.08
Apply publishing principles for digital media. 5	1 Prepare documents for publishing to web, print, and other digital devices. 5.01
	2 Export or save documents to various file formats using Adobe InDesign. 5.02
Understand the role of InDesign in print design and advertising. 6	1 Understand basic differences between designing with InDesign for print or web. 6.01
	2 Understand how other Adobe products integrate into the InDesign workflow. 6.02
	3 Understand advertising strategies, proposals, headlines, slogans and text copy for various types of design used in advertising. 6.03
	4 Demonstrate writing copy for print, electronic, and broadcast advertising using Adobe InDesign. 6.04
Create multi-faceted designs in InDesign, while integrating supporting raster and vector software. 7	1 Create complex print publications utilizing a combination of vector graphics created in Adobe Illustrator, raster graphics created in Adobe Photoshop, and layout in Adobe InDesign. 7.01
	2 Build procedures to publish, export, and archive layouts using InDesign, Illustrator, and Photohsop. 7.02