Texas CTE

Graphic Design and Illustration I (2020)

Knowledge and skills. C

1 The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: C.1

- A identify and participate in training, education, or certification for employment; C.1.A
- B identify and demonstrate positive work behaviors and personal qualities needed to be employable; C.1.B
- C demonstrate skills related to seeking employment to find and obtain a desired job; C.1.C
- D maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples; and C.1.D
- E examine employment opportunities in entrepreneurship. C.1.E

2 The student applies academic knowledge and skills in art and design projects. The student is expected to: C.2

- A apply English language arts knowledge by demonstrating skills such as correct use of content, technical concepts, vocabulary, grammar, punctuation, and terminology to write and edit a variety of documents; and C.2.A
- B apply mathematics knowledge and skills such as using whole numbers, decimals, fractions, and knowledge of arithmetic operations. C.2.B

3 The student understands professional communications strategies. The student is expected to: C.3

- A adapt language such as structure and style for audience, purpose, situation, and intent; C.3.A
- B organize oral and written information; C.3.B
- C interpret and communicate information; C.3.C
- D deliver formal and informal presentations; C.3.D
- E apply active listening skills; C.3.E
- F listen to and speak with diverse individuals; and C.3.F
- G exhibit public relations skills C.3.G

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'he student understands and employs problem-solving methods. The student is expected to: C.4

A employ critical-thinking skills independently and in groups; and C.4.A

B employ interpersonal skills in groups to solve problems. C.4.B

5 **The student applies technology applications. The student is expected to use personal information management, email, Internet, writing and publishing, and presentation applications for art and design projects.** C.5

6 **The student understands design systems. The student is expected to analyze and summarize the history and evolution of related fields.** C.6

7 **The student applies cyber safety procedures. The student is expected to implement personal and professional safety rules and regulations.** C.7

8 **The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:** C.8

A employ leadership skills; C.8.A

B employ teamwork and conflict-management skills; C.8.B

C conduct and participate in meetings; and C.8.C

D employ mentoring skills. C.8.D

9 **The student applies ethical decision making and understands and complies with laws regarding use of technology in graphic design and illustration. The student is expected to:** C.9

A exhibit ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas; C.9.A

B discuss and apply copyright laws in relation to fair use and acquisition; C.9.B

C model respect for intellectual property; C.9.C

D demonstrate proper etiquette and knowledge of acceptable use policies; and C.9.D

E analyze the impact of the advertising and visual communication design industry on society. C.9.E

10 **The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks.** C.10

11 **The student develops an increasing understanding of graphic design and illustration. The student is expected to research art and design career opportunities and qualifications.** C.11

12 **The student researches the history and evolution of art and design. The student is expected to:** C.12

A explain the history of visual arts and design; C.12.A

B understand general characteristics in artwork from a variety of cultures; and C.12.B

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C compare current visual arts technologies with historical technologies. C.12.C

13 The student conducts oral or written critiques of designs. The student is expected to: C.13

A interpret, evaluate, and justify design decisions; C.13.A

B apply a critical method of evaluation; C.13.B

C communicate an oral or written defense; and C.13.C

D evaluate oral or written feedback. C.13.D

14 The student demonstrates an understanding of artistic design. The student is expected to analyze and apply art elements and principles in photographic works, multimedia applications, and digital and print media. C.14

15 The student employs a creative design process to create original two- or three-dimensional projects. The student is expected to: C.15

A create designs for defined applications; C.15.A

B apply elements of design; C.15.B

C apply design principles and typography; C.15.C

D use good composition; C.15.D

E demonstrate anatomical figure drawing; C.15.E

F demonstrate drawing in one-point, two-point, and multi-point perspective; C.15.F

G create a project by applying color; and C.15.G

H apply printing concepts. C.15.H