Texas CTE

Graphic Design and Illustration I

Knowledge & skills. GD&I-I

1 **The student applies academic knowledge and skills in art and design projects. The student is expected to:** GD&I-I.1

- 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 GD&I-I.1A
- B apply mathematics knowledge and skills such as using whole numbers, decimals, fractions, and knowledge of arithmetic operations. GD&I-I.1B

2 **The student understands professional communications strategies. The student is expected to:** GD&I-I.2

- A adapt language such as structure and style for audience, purpose, situation, and intent; GD&I-I.2A
- B organize oral and written information; GD&I-I.2B
- C interpret and communicate information; GD&I-I.2C
- D deliver formal and informal presentations; GD&I-I.2D
- E apply active listening skills; GD&I-I.2E
- F listen to and speak with diverse individuals; and GD&I-I.2F
- G exhibit public relations skills. GD&I-I.2G

3 **The student understands and employs problem-solving methods. The student is expected to:** GD&I-I.3

- A employ critical-thinking skills independently and in groups; and GD&I-I.3A
- B employ interpersonal skills in groups to solve problems. GD&I-I.3B

4 **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.** GD&I-I.4

5 **The student understands design systems. The student is expected to analyze and summarize the history and evolution of related fields.** GD&I-I.5

6 **The student applies cyber safety procedures. The student is expected to implement personal and professional safety rules and regulations.** GD&I-I.6

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7 **The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:** GD&I-I.7

- A employ leadership skills; GD&I-I.7A
- B employ teamwork and conflict-management skills; GD&I-I.7B
- C conduct and participate in meetings; and GD&I-I.7C
- D employ mentoring skills. GD&I-I.7D

8 **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:** GD&I-I.8

- 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; GD&I-I.8A
- B discuss and apply copyright laws in relation to fair use and acquisition; GD&I-I.8B
- C model respect for intellectual property; GD&I-I.8C
- D demonstrate proper etiquette and knowledge of acceptable use policies; and GD&I-I.8D
- E analyze the impact of the advertising and visual communication design industry on society. GD&I-I.8E

9 **The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks.** GD&I-I.9

10 **The student develops an increasing understanding of graphic design and illustration. The student is expected to research art and design career opportunities and qualifications.** GD&I-I.10

11 **The student researches the history and evolution of art and design. The student is expected to:** GD&I-I.11

- A explain the history of visual arts and design; GD&I-I.11A
- B understand general characteristics in artwork from a variety of cultures; and GD&I-I.11B
- C compare current visual arts technologies with historical technologies. GD&I-I.11C

12 **The student conducts oral or written critiques of designs. The student is expected to:** GD&I-I.12

- A interpret, evaluate, and justify design decisions; GD&I-I.12A
- B apply a critical method of evaluation; GD&I-I.12B
- C communicate an oral or written defense; and GD&I-I.12C
- D evaluate oral or written feedback. GD&I-I.12D

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13 **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.** GD&I-I.13

14 **The student employs a creative design process to create original two- or three-dimensional projects. The student is expected to:** GD&I-I.14

- A create designs for defined applications; GD&I-I.14A
- B apply elements of design; GD&I-I.14B
- C apply design principles and typography; GD&I-I.14C
- D use good composition; GD&I-I.14D
- E demonstrate anatomical figure drawing; GD&I-I.14E
- F demonstrate drawing in one-point, two-point, and multi-point perspective; GD&I-I.14F
- G create a project by applying color; and GD&I-I.14G
- H apply printing concepts. GD&I-I.14H