Texas CTE

Graphic Design and Illustration II Lab (2015)

General requirements. This course is recommended for students in Grades 10-12. Prerequisite: Graphic Design and Illustration I. Corequisite: Graphic Design and Illustration II. This course must be taken concurrently with Graphic Design and Illustration II and may not be taken as a stand-alone course. Districts are encouraged to offer this lab in a consecutive block with Graphic Design and Illustration II to allow students sufficient time to master the content of both courses. Students shall be awarded one credit for successful completion of this course. A

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Introduction. B

1 Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions. B.1

2 The Arts, Audio/Video Technology, and Communications Career Cluster is focused on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services. B.2

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Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing

advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced understanding of the industry with a focus on mastery of content knowledge and skills. B.3

4 **Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.** B.4

5 **Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.** B.5

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 participate in training, education, or certification for employment; C.1.A

B demonstrate positive work behaviors and personal qualities needed to be employable; C.1.B

C demonstrate skills related to seeking and applying for employment to find and obtain a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills; 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 demonstrate skills in evaluating and comparing employment opportunities. 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 demonstrates professional communications strategies. The student is expected to:** C.3

A adapt language 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 demonstrate active listening skills; C.3.E

listen to and speak with diverse individuals; and C.3.F

exhibit public relations skills. C.3.G

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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 graphic design projects.** C.4

5 **The student applies cyber safety procedures. The student is expected to implement personal and professional safety rules and regulations.** C.5

6 **The student demonstrates ethical decision making and complies with laws regarding use of technology in art and design. The student is expected to:** C.6

- A exhibit ethical conduct; C.6.A
- B apply copyright laws; C.6.B
- C model respect for intellectual property; and C.6.C
- D demonstrate proper etiquette and knowledge of acceptable use policies. C.6.D

7 **The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks.** C.7

8 **The student develops an advanced understanding of graphic design and illustration. The student is expected to interpret, evaluate, and justify design decisions.** C.8

9 **The student participates in oral or written critiques of designs. The student is expected to:** C.9

- A apply a critical method of evaluation; C.9.A
- B communicate an oral or written defense; and C.9.B
- C identify and demonstrate art elements and principles in designs and illustrations. C.9.C

10 **The student employs a creative design process to create original two- or three-dimensional projects. The student is expected to:** C.10

- A create designs for defined applications; C.10.A
- B demonstrate elements of design; C.10.B
- C demonstrate design principles and typography; C.10.C
- D use appropriate composition; C.10.D
- E use anatomically appropriate figure drawing; C.10.E
- F use appropriate perspective; C.10.F
- G use the most effective color choices in projects; and C.10.G
- H use printing concepts. C.10.H