Texas CTE

Graphic Design and Illustration (One to Two Credits) (2015)

General requirements. This course is recommended for students in Grades 10-12. Recommended prerequisite: Principles of Arts, Audio/Video Technology, and Communications. A	(a) General requirements. This course is recommended for students in Grades 10-12. Recommended prerequisite: Principles of Arts, Audio/Video Technology, and Communications. A
Introduction. Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. B	(b) Introduction. Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. B
Knowledge and skills. C	(1) The student applies academic knowledge and skills in art and design projects. The student is expected to: 1C

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(2) The student understands professional communications strategies. The student is expected to: 2C

(A) adapt language for audience, purpose, situation, and intent such as structure and style; 2C(A)

(B) organize oral and written information; 2C(B)

(C) interpret and communicate information, data, and observations; 2C(C)

(D) present formal and informal presentations; 2C(D)

(E) apply active listening skills; 2C(E)

(F) listen to and speak with diverse individuals; and 2C(F)

(G) exhibit public relations skills. 2C(G)

(3) The student understands and examines problem-solving methods. The student is expected to employ critical-thinking and interpersonal skills independently and in teams to solve problems. 3C

(4) The student applies information technology applications. The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for art and design projects. 4C

(5) The student understands design systems. The student is expected to analyze and summarize the history and evolution of related fields. 5C

(6) The student applies safety regulations. The student is expected to: 6C

(A) implement personal and workplace safety rules and regulations; and 6C(A)

(B) follow emergency procedures. 6C(B)

(7) The student applies leadership characteristics to student leadership and professional development activities. The student is expected to: 7C

(A) employ leadership skills; 7C(A)

(B) employ teamwork and conflict-management skills; 7C(B)

(C) conduct and participate in meetings; and 7C(C)

(D) employ mentoring skills. 7C(D)

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(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: 8C

(A) exhibit ethical conduct related to interacting with others such as client confidentiality, privacy of sensitive content, and providing proper credit for ideas; 8C(A)

(B) discuss and apply copyright laws in relation to fair use and acquisition; 8C(B)

(C) model respect for intellectual property; 8C(C)

(D) demonstrate proper etiquette and knowledge of acceptable use policies; and 8C(D)

(E) analyze the impact of the advertising and visual communication design industry on society, including concepts related to persuasiveness, marketing, and point of view. 8C(E)

(9) The student develops employability characteristics. The student is expected to: 9C

(A) identify and participate in training, education, or certification for employment; 9C(A)

(B) identify and demonstrate positive work behaviors and personal qualities needed to be employable; 9C(B)

(C) demonstrate skills related to seeking employment to find and obtain a desired job; 9C(C)

(D) maintain a career portfolio to document work experiences, licenses, certifications, and work samples; and 9C(D)

(E) examine employment opportunities in entrepreneurship 9C(E)

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

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(11) The student develops an increasing understanding of graphic design and illustration. The student is expected to: 11C

(A) research art and design career opportunities and qualifications; 11C(A)

(B) research the history and evolution of art and design by: 11C(B)

(i) explaining the history of visual arts and design; 11C(B)I

(ii) understanding general characteristics in artwork from a variety of cultures; and 11C(B)II

(iii) comparing current visual arts technologies with historical technologies; 11C(B)III

(C) interpret, evaluate, and justify design decisions; 11C(C)

(D) conduct oral or written critiques of designs by: 11C(D)

(i) applying a critical method of evaluation; 11C(D)I

(ii) communicating an oral or written defense; and 11C(D)II

(iii) evaluating oral or written feedback; 11C(D)III

(E) analyze and apply art elements and principles; 11C(E)

(F) employ a creative design process to create original two- or three-dimensional projects by: 11C(F)

(i) creating designs for defined applications; 11C(F)I

(ii) applying elements of design; 11C(F)II

(iii) applying design principles and typography; 11C(F)III

(iv) using good composition; 11C(F)IV

(v) demonstrating anatomical figure drawing; 11C(F)V

(vi) demonstrating drawing in one-point, two-point, and multi-point perspective; 11C(F)VI

(vii) creating a project by applying color; and 11C(F)VII

(viii) applying printing concepts; 11C(F)VIII

(G) apply art elements and principles to photographic works; and 11C(G)

(H) apply art elements and principles to multimedia applicationsA 11C(H)

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apply English language arts knowledge and skills by demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and ter an and composing and

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(A) apply English language arts knowledge and skills by demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as brochures, programs, posters, flyers, and magazine covers; and 1C(A)

editing copy for a variety of written documents such as brochures, programs, posters, flyers, and magazine covers; and 1C(A)

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apply mathematics knowledge and skills by identifying whole numbers, decimals, and fractions applied to measurement and scale; demonstrating knowledge of arithmetic operations; using conversion methods such as fractions to decimals and inches to points; and applying measurement to solve a problem. 1C(B)

(B) apply mathematics knowledge and skills by identifying whole numbers, decimals, and fractions applied to measurement and scale; demonstrating knowledge of arithmetic operations; using conversion methods such as fractions to decimals and inches to points; and applying measurement to solve a problem. 1C(B)