Texas CTE

Practicum in Graphic Design and Illustration (2015)

General requirements. This course is recommended for students in Grades 10-12. Prerequisites: Graphic Design and Illustration II and Graphic Design and Illustration II Lab. Students shall be awarded two credits for successful completion of this course. A student may repeat this course once for credit provided that the student is experiencing different aspects of the industry and demonstrating proficiency in additional and more advanced knowledge and skills. 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

3 **Careers in graphic design and illustration span all aspects of the advertising and visual communications industry. Within this context, in addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop a technical understanding of the industry with a focus on skill proficiency.**

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Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. 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 identify and participate in training, education, or preparation for certification to prepare for employment; C.1.A

B identify and demonstrate professional standards and personal qualities needed to be employable such as self-discipline, self-worth, positive attitude, integrity, and commitment; 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; C.1.D

E demonstrate skills in evaluating and comparing employment opportunities; and C.1.E

F examine employment opportunities in entrepreneurship. C.1.F

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 implements advanced 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

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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 to increase internal and external customer/client satisfaction. C.3.G

4 **The student implements advanced problem-solving methods. The student is expected to:** C.4

A employ critical-thinking skills, including data gathering and interpretation, independently and in groups to solve problems and make decisions; and C.4.A

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

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

6 **The student implements advanced knowledge of design systems. The student is expected to analyze and summarize the history and evolution of the commercial art and design field.** 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 implements leadership characteristics in student leadership and professional development activities. The student is expected to:** C.8

A employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders within organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities to enhance skills; C.8.A

B employ teamwork and conflict-management skills to achieve collective goals; C.8.B

C establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions; C.8.C

D prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas; C.8.D

E conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed; and C.8.E

F employ mentoring skills to inspire and teach others. C.8.F

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

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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 and use of digital information using established methods to cite sources; C.9.B

C model respect of intellectual property when manipulating, morphing, and editing graphics, video, text, and sound; C.9.C

D demonstrate proper etiquette and knowledge of acceptable use policies when using networks, especially resources on the Internet and intranet; and C.9.D

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

10 The student applies effective planning and time-management skills. The student is expected to employ tools to enhance results and complete work tasks. C.10

11 The student uses advanced graphic design and illustration methods and skills. The student is expected to: C.11

A interpret, evaluate, and justify design decisions; C.11.A

B conduct verbal or written critiques of design projects; and C.11.B

C identify and apply art elements and principles to designs and illustrations. C.11.C

12 The student employs a creative design process to create professional quality, two- or three-dimensional projects. The student is expected to: C.12

A create designs for defined applications; C.12.A

B use appropriate elements of design; C.12.B

C use appropriate design principles and typography; C.12.C

D use appropriate composition; C.12.D

E use anatomically appropriate figure drawing; C.12.E

F use appropriate perspective; C.12.F

G use the most effective color choices in projects; and C.12.G

H use appropriate printing concepts. C.12.H