West Virginia CTE

Graphic Design

COMPUTER LITERACY: CPTLIT	**A**	**Demonstrate knowledge of computer technology (e.g. RAM, terabyte, types of storage)** CPTLIT 1.A
	B	**How to identify and operate peripherals and other network devices (e.g. input. input and output)** CPTLIT 1.B
	C	**How demonstrate appropriate knowledge, security, and use of software (e.g. Adobe Illustrator, InDesign)** CPTLIT 1.C
	D	**How to apply basic troubleshooting and maintenance skills (e.g. using a surge protector, troubleshooting printers)** CPTLIT 1.D
	E	**How to demonstrate file management and storage skills?** CPTLIT 1.E
	F	**How to describe procedures involved with importing and exporting?** CPTLIT 1.F
	G	**How to identify legal restrictions (e.g., copyright laws)** CPTLIT 1.G
TYPOGRAPHY TYPGPY	**A**	**How to demonstrate knowledge of typographic terminology (e.g., reverse, font family)** TYPGPY 2.A
	B	**How to identify the anatomy and classification of type e.g. ascenders, descenders, small caps** TYPGPY 2.B
	C	**How to calculate type measurements (e.g. point size, leading)** TYPGPY 2.C
	D	**How to identify and use proofreaders makes (e.g. paragraph, indent, delete, spelling)** TYPGPY 2.D
	E	**How to diagnose and solve typography problems (e.g. tracking, kerning, readability, legibility)** TYPGPY 2.E
	F	**How to manipulate type through characte and paragraph formatting (e.g. leading, kerning)** TYPGPY 2.F
	G	**How to choose and apply appropriate typeface (e.g. invitations, books)** TYPGPY 2.G
DI(AP		**How to demonstrate knowledge of basic design terminology (e.g., bleed, live rea, trim, orientation)** DIGLTY 3.A

Skip to main content

	B	How to exhibit knowledge of design elements and principles (e.g. designing an event poster) DIGLTY 3.B
	C	How to apply skills of database management and variable data printing? (e.g. mail merge, Excel files) DIGLTY 3.C
	D	How to demonstrate techniques of 2-D design (e.g. filters and effects) DIGLTY 3.D
	E	How to demonstrate techniques of 3-D design (e.g. length, width and depth) DIGLTY 3.E
	F	How to produce a project to client specifications (e.g. design brief, advertising) DIGLTY 3.F
	G	How to describe characteristic of design for different media (e.g. logos, magazines, website designs) DIGLTY 3.G
	H	How to choose appropriate ideas through the visual stages of layout (e.g. thumbnail, rough and comprehensives) DIGLTY 3.H
	I	How to demonstrate understanding of related math (e.g. proportion, percentages, basic measurements, pixel ratio, etc.) DIGLTY 3.I
	J	How to demonstrate ability to solve design problems (e.g. balance, proximity, positive/negative space, hierarchy, etc.) DIGLY 3.J
COLOR THEORY and APPLICATION CLRTHY	A	How to identify color theory terminology (e.g. complementary colors, color separation) CLRTHY 4.A
	B	How to demonstrate the use of color to create impact or effect (e.g. impression of warmth) CLRTHY 4.B
	C	How to mix colors to obtain shades, tints, or neutrals (e.g. tertiary, primary) CLRTHY 4.C
	D	How to choose and apply appropriate color scheme (e.g. monochromatic, color harmony) CLRTHY 4.D
	E	How to identify the correct use of RGB and CMYK colors? (e.g. RGB is primarily for screen/video projects) CLRTHY 4.E
	F	How to identify and utilize Panton Matching System (e.g. PMS #357 Marshall green) CLRTHY 4.F
DIGITAL DRAWING and ILLUSTRATION DIGDRW	A	How to identify drawing and digital illustration terminology (e.g. vector, Raster, etc,) DIGDRW 5.A
		Skip to main content ow to identify basic tools and materials (e.g., computer software, pencils, paper DIGDRW 5.B

	C	How to render drawings to reflect various perspectives (e.g., atmospheric, three point) DIGDRW 5.C
	D	How to utilize different drawing techniques (e.g., line art, continuous tone, stipple, watercolor) DIGDRW 5.D
	E	How to modify illustrations (e.g., size, color, stroke) DIGDRW 5.E
	F	How identify ways to import, export and save images (e.g., scanning, digitizing) DIGDRW 5.F
PHOTOGRAPHY PHTGH	A	How to identify photography terminology (e.g. film photography, viewfinder, shutter) PHTGH 6.A
	B	How to demonstrate the use of cameras and accessories (e.g. lenses, flash) PHTGH 6.B
	C	How to apply copyright laws pertaining to photographs (e.g., stock photos, clip art, studio portraits) PHTGH 6.C
	D	Product/Subject photography (e.g. staging, lighting) PHTGH 6.D
PRODUCTION PRD	A	How to identify production/printing terminology (e.g. registration marks, dots per inch) PRD 7.A
	B	How to manage fonts for distribution (e.g. postscript fonts, vector based fonts) PRD 7.B
	C	How to demonstrate proofing and preflighting (e.g. preparing files for output) PRD 7.C
	D	How to provide job specifications for printer (e.g. mock-up, two-color print job, process color plus one spot) PRD 7.D
	E	How to demonstrate knowledge of job flow, various printing and finishing processes (e.g. process color plus one spot) PRD 7.E
	F	How to determine what media/medium works best for a product (e.g. stock weight, paper finish etc) PRD 7.F
COMMUNICATION SKILLS/WORK ENVIRONMENT COMM	A	How to demonstrate personal presentation skills (e.g., speaking, listening, writing) COMM 8.A
	B	How to apply communication skills for marketing (e.g., researching, brainstorming, sales techniques) CO2M 8.B
		Iow to work with clients and as a team members, critique and refine ideas. COMM .C

Skip to main content

	D	How to identify basic tools and equipment (e.g. t-square, E-scale, utility knives) COMM 8.D
	E	How to maintain a safe and clean work environment (e.g., fixatives, hazardous volatile organic compounds) COMM 8.E
MULTIMEDIA/DIGITAL IMAGE MANIPULATION MLTMED	A	How to define multimedia terminology (e.g. consecutive motion) MLTMED 9.A
	B	How to prepare multimedia presentations (e.g., animation, storyboard) MLTMD 9:B
	C	How to identify image terminology (e.g., raster, vector, continuous tone, half tone, line art) MLTMED 9.C
	D	How to identify and explain various file formats (e.g., .pdf, .jpg, .png, .eps) MLTMED 9.D
	E	How to identify appropriate resolution for projects (e.g. what resolution would a bill board project be)? MLTMED 9.E
	F	How to manipulate images (e.g., restore, color correct, masking) MLTMED 9.F