

CONTENT STANDARD 1.0: THE GRAPHIC DESIGN INDUSTRY**Performance Standard 1.1: History of the Graphic Design Field**

- 1.1.1 Research the history of technologies that advanced the graphic design industry.
- 1.1.2 Describe past and present styles, and how they will affect future styles in the graphic design industry.
- 1.1.3 Identify art movements of the past and current societal trends, and describe how they impact graphic design.
- 1.1.4 Describe the importance of graphic design's influence on society.

Performance Standard 1.2: Industry Terminology

- 1.2.1 Formulate written and verbal communications using industry standard terms.
- 1.2.2 Prepare and deliver a visual presentation of a product utilizing appropriate industry terminology.

Performance Standard 1.3: Career Exploration

- 1.3.1 Investigate graphic design careers, training, and associated opportunities.
- 1.3.2 Participate in a career-related experience that could include internships, job shadowing, work site visits.
- 1.3.3 Participate in a career-related client service project.

CONTENT STANDARD 2.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION**Performance Standard 2.1: Elements of Design**

- 2.1.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work.
- 2.1.2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work.
- 2.1.3 Incorporate color, line, shape, texture, size, and value in student-generated graphic work.
- 2.1.4 Understand the concepts of color theory.
- 2.1.5 Demonstrate the elements of design through manual sketching.
- 2.1.6 Demonstrate the elements of design through digital sketching.

Performance Standard 2.2: Principles of Design

- 2.2.1 Analyze the principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in samples of graphic works.
- 2.2.2 Incorporate principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in student-generated graphic works.
- 2.2.3 Demonstrate the principles of design through various design techniques.

Performance Standard 2.3: Principles of Typography

- 2.3.1 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.)
- 2.3.2 Apply and adjust formatting to type.
- 2.3.3 Construct graphic works utilizing and manipulating type.
- 2.3.4 Demonstrate knowledge of the history of typography.

Performance Standard 2.4: Principles and Elements of Design to Layout

- 2.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.
- 2.4.2 Create graphic works utilizing grids.
- 2.4.3 Create graphic works utilizing templates.
- 2.4.4 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout.
- 2.4.5 Demonstrate layout skills for print collaterals (i.e., magazines, newspapers, packaging, yearbook, etc.).
- 2.4.6 Demonstrate layout skills for current digital media (i.e. mobile devices, tablets).
- 2.4.7 Explain the importance of consistency of design.
- 2.4.8 Explain the importance of usability.
- 2.4.9 Apply measurement tools and ratio analysis to image positioning in graphic works.
- 2.4.10 Solve aspect ratio proportion measurement in video and animation development.
- 2.4.11 Describe visual hierarchy and how it is used to control the viewer's eyes through a document/webpage.
- 2.4.12 Explain the methods used to control visual hierarchy.

CONTENT STANDARD 3: PRODUCTION USING INDUSTRY STANDARD SOFTWARE**Performance Standard 3.1: Concept Development**

- 3.1.1 Generate project ideas through the use of brainstorming, thumbnails, roughs, mock-ups, wireframes, etc.
- 3.1.2 Create a storyboard for a project.
- 3.1.3 Explain the importance of developing a message for a specific audience.
- 3.1.4 Synthesize information collected from communications with various stakeholders.

Performance Standard 3.2: Image Creation and Manipulation

- 3.2.1 Analyze differences and appropriate applications of vector-based and bitmap images. Use a variety of devices and media to import/download photos, images, and other digital media content.
- 3.2.2 Use a variety of devices and media to import/download photos, images, and other digital media content.
- 3.2.3 Incorporate the use of image manipulation and illustration software into final products.
- 3.2.4 Apply nondestructive image editing techniques such as layering and masking.
- 3.2.5 Practice using different selection tools and techniques to manipulate images.
- 3.2.6 Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks.
- 3.2.7 Practice composition and cropping.
- 3.2.8 Analyze differences and appropriate applications of vector-based and bitmap images.
- 3.2.9 Use a variety of devices and media to import/download photos, images, and other digital media content.

Performance Standard 3.3: Media Outputs

- 3.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print.
- 3.3.2 Incorporate appropriate current industry standard color modes in graphic works (e.g., RGB, HEX, LAB, CMYK and Pantone), and explain how they relate to HSB.
- 3.3.3 Understand the difference between gray scale, spot color, and process colors.

Performance Standard 3.4: Graphic Design Workflow

- 3.4.1 Develop a workflow for a project.
- 3.4.2 Describe project management.
- 3.4.3 Create projects that address the message and conceptual ideas for a specific audience.

Performance Standard 3.5: Design and Production Process

- 3.5.1 Demonstrate the use of the graphic design process (define the project, develop budget and schedule/deadline, presentation and critique, revisions, final presentation, client approval, pre-press, production and final product delivery).
- 3.5.2 Explain the design process in different media formats.
- 3.5.3 Apply the design process to generate different media formats.

Performance Standard 3.6: Branding and Corporate Identity

- 3.6.1 Analyze branding and corporate identity, its purpose and constituents.
Create a visual that appropriately represents the brand's identity in multiple media
- 3.6.2 formats.

CONTENT STANDARD 4: ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN**Performance Standard 4.1: Copyright and Intellectual Property Law**

- 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing.
- 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights.
- 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws.
- 4.1.4 Define and debate fair use including authorships, rights of use for work and likeness, and credit lines.
- 4.1.5 Model fair use in production of visual communication products.
- 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form.

CONTENT STANDARD 5: PORTFOLIO**Performance Standard 5.1: Portfolio Development**

- 5.1.1 Research and compare the various types of portfolios.
- 5.1.2 Develop portfolios that include various types of media.
- 5.1.3 Recognize that portfolios are dynamic and require maintenance.

Performance Standard 5.2: Evaluating Portfolios

- 5.2.1 Conduct peer- and self-evaluations.
- 5.2.2 Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate and constructive criticism.

CONTENT STANDARD 6: MATHEMATICAL SKILLS**Performance Standards 6.1: Mathematical Skills for Visual Communications**

- 6.1.1 Apply addition, subtraction, multiplication and division of whole numbers, fractions, and decimals.
- 6.1.2 Apply fraction to decimal and decimal to fraction conversion problems.
- 6.1.3 Apply decimal to percent and percent to decimal conversion problems.

- 6.1.4 Apply basic ratio and proportion problems.
- 6.1.5 Apply basic linear measurement problems.
- 6.1.6 Apply basic inches to picas and picas to inch conversion problems.
- 6.1.7 Apply inches to points and points to inch conversion problems.
- 6.1.8 Apply points to picas and picas to points conversion problems.

CONTENT STANDARD 7: COMMUNICATION SKILLS

Performance Standard 7.1: Communication Skills for Visual Communications

- 7.1.1 Write logical and understandable statements or phrases to fill out documents used in business and industry (i.e. forms, invoices, proposals, etc.).
- 7.1.2 Read and follow written and oral instructions.
- 7.1.3 Articulate and write concise and accurate instructions/step by step process.
- 7.1.4 Demonstrate appropriate communication skills (i.e. telephone, e-mail, texting, social media, etc.).

CONTENT STANDARD 8: EDITING AND PROOFREADING SKILLS

Performance Standard 8.1: Proofreading Skills

- 8.1.1 Demonstrate ability to proofread and edit various forms of copy for different audiences.
- 8.1.2 Demonstrate knowledge of proofreaders' marks.
- 8.1.3 Demonstrate knowledge of electronic forms of editing and correcting.

CONTENT STANDARD 9: DIGITAL MEDIA

Performance Standard 9.1: Graphic Design in Digital Media

- 9.1.1 Understand the relationship of graphic design in context of web design.
- 9.1.2 Understand the relationship of graphic design in context of video production.
- 9.1.3 Understand the relationship of graphic design in context of audio production.
- 9.1.4 Understand the relationship of graphic design in context of animation.

CONTENT STANDARD 10: APPLIED ART

Performance Standard 10.1: Traditional and Digital Design

- 10.1.1. Demonstrate creation of simple, tone, or color illustration with traditional and digital tools.
- 10.1.2. Create 2D or 3D works of design in analog and digital formats.