

CONTENT STANDARD 1.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION

Performance Standard 1.1: Elements of Design

- 1.1.1 Identify, analyze, and implement the application of color, line, shape, texture, size, and value in design.

Performance Standard 1.2: Principles of Design

- 1.2.1 Analyze and incorporate the principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in graphic works.
- 1.2.2 Demonstrate the principles of design through various design techniques.

Performance Standard 1.3: Principles of Typography

- 1.3.1 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.)
- 1.3.2 Apply and adjust formatting to type.
- 1.3.3 Demonstrate the relationship of typography and design through the construction of graphic works utilizing and manipulating type.

Performance Standard 1.4: Principles and Elements of Design to Layout

- 1.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.
- 1.4.2 Create graphic works utilizing grids and templates.
- 1.4.3 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout.
- 1.4.4 Demonstrate layout skills for print (i.e. magazines, yearbooks) and digital media (i.e. mobile devices, tablets).
- 1.4.5 Explain the importance of consistency of design.
- 1.4.6 Explain the importance of usability.
- 1.4.7 Describe visual hierarchy and how it is used in design to control the viewer's eyes.
- 1.4.8 Explain the methods used to control visual hierarchy.

CONTENT STANDARD 2.0: PROFESSIONAL COMMUNICATION

Performance Standard 2.1: Basic Communication Skills

- 2.1.1 Demonstrate effective business communication skills in a clear, courteous, concise, and correct manner on personal and professional levels.
- 2.1.2 Demonstrate through vocal expression and listening skills in a clear, courteous, concise, and correct manner on personal and professional levels.
- 2.1.3 Demonstrate ability to give and receive constructive feedback, i.e. debrief a project not defend a project.
- 2.1.4 Demonstrate appropriate communication skills i.e. telephone, texting, social media.
- 2.1.5 Converse appropriately in a business, social, and media situations.
- 2.1.6 Explain the importance of developing a message for a specific audience.
- 2.1.7 Synthesize information collected from communications with various stakeholders.

CONTENT STANDARD 3.0: EDITING AND PROOFREADING SKILLS

Performance Standard 3.1: Proofreading Skills

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- 3.1.1 Demonstrate ability to proofread and edit various forms of copy for different audiences.
- 3.1.2 Demonstrate knowledge of electronic proofreading skills.
- 3.1.3 Demonstrate knowledge of digital copy proofing, editing and correcting.
- 3.1.4 Understand how to use software to track changes.

CONTENT STANDARD 4.0: ETHICAL AND LEGAL ISSUES RELATING TO DIGITAL COMMUNICATIONS

Performance Standard 4.1: Copyright and Intellectual Property Law

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

CONTENT STANDARD 5.0: PORTFOLIO

Performance Standard 5.1: Portfolio Development

- 5.1.1 Develop portfolio that include various types of media, i.e. video, print, web, or graphic design.
- 5.1.2 Recognize that portfolios are dynamic and require variety and frequent updates.

Performance Standard 5.2: Evaluating Portfolios

- 5.2.1 Use a self-evaluation rubric.
- 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 6.0: CONTENT STRATEGY

Performance Standard 6.1: Content

- 6.1.1 Develop and use project plans e.g. goal, concept development, calendar, timelines, final deadlines.
- 6.1.2 Understanding the appropriate distribution method for content.
- 6.1.3 Understand your audience and their needs.
- 6.1.4 Understand how to develop consistent voice, e.g. creative content feels the same across mediums.

Performance Standard 6.2: Branding and Corporate Identity

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

CONTENT STANDARD 7.0: GRAPHIC COMMUNICATION PRODUCTION

Performance Standard 7.1: History of Graphic Design

- 7.1.1 Identify art movements of the past and current societal trends, and describe how they impact graphic design.
- 7.1.2 Describe the presence of graphic design in our culture.
- 7.1.3 Knowledge of the terminology used in the graphic design industry.

Performance Standard 7.2: Image Creation and Manipulation

- 7.2.1 Demonstrate the use of appropriate applications of vector-based and bitmap images.
- 7.2.2 Use a variety of devices and media to import/download photos, images, and other digital media content.
- 7.2.3 Incorporate the use of image manipulation and illustration software into final products.
- 7.2.4 Apply nondestructive image editing techniques such as layering and masking.
- 7.2.5 Practice using different selection tools and techniques to manipulate images.
- 7.2.6 Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks.
- 7.2.7 Practice composition and cropping.
- 7.2.8 Analyze differences and appropriate applications of vector-based and bitmap images.
- 7.2.9 Use a variety of devices and media to import/download photos, images, and other digital media content.

Performance Standard 7.3: Media Outputs

- 7.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print.
- 7.3.2 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.
- 7.3.3 Understand the difference between gray scale, spot color, and process colors.

CONTENT STANDARD 8.0: VIDEO EDITING

Performance Standard 8.1: Industry Terminology and Roles

- 8.1.1 Knowledge of the terminology used in the video industry.
- 8.1.2 Understand the roles and responsibilities of the digital video industry.

Performance Standard 8.2: History of the Video Industry

- 8.2.1 Research the history of technologies that advanced the video, web and graphic industry.
- 8.2.2 Describe past and present styles, and how they will affect future styles in the graphic design industry.
- 8.2.3 Identify art movements of the past and current societal trends, and describe how they impact graphic design.
- 8.2.4 Describe the importance of graphic design's influence on society.

Performance Standard 8.3: Pre-Production and Planning

- 8.3.1 Demonstrate consistent and logical naming conventions and document filing skills.
- 8.3.2 Demonstrate storyboard design and implementation.
- 8.3.3 Identify of the goal of the video.
- 8.3.4 Develop, read, write, and understand a script.
- 8.3.5 Determining the right format for the content e.g. promo, PSA, documentary.

- 8.3.6 Coordinate and communicate with an on-air talent.

Performance Standard 8.4: Production

- 8.4.1 Preparing and scouting a location.
- 8.4.2 Identify how to implement film theory i.e. knowing the type of shots and why you need those kind of shots.
- 8.4.3 Understand how and when to use lighting.
- 8.4.4 Understand how to produce quality audio.

Performance Standard 8.5: Post Production

- 8.5.1 Produce video: import video, edit video, sound, music, visual effects, and motion graphics.
- 8.5.2 Export video: choose appropriate file format for display medium.
- 8.5.3 Demonstrate editing techniques that present continuity, emphasis and pace.

CONTENT STANDARD 9.0: UNDERSTAND WEB PAGE DEVELOPMENT

Performance Standard 9.1: Use Standards-Compliant HTML to Create Basic Web Pages

- 9.1.1 Describe how the Internet and the World Wide Web work.
- 9.1.2 Understand the Web site development process.
- 9.1.3 Investigate Accessibility Standards.
- 9.1.4 Investigate roles and responsibilities behind the development of a Web site.
- 9.1.5 Understanding the Web design environment.
- 9.1.6 Create conventions for filenames and URLs and directory structure.
- 9.1.7 Identify and use tags on a Web page.
- 9.1.8 Document HTML code using comments.
- 9.1.9 Save a text document as an HTML file.
- 9.1.10 Specify Headings.
- 9.1.11 Format Web page text.
- 9.1.12 Insert HTML entities, superscripts, and subscripts.
- 9.1.13 Create a horizontal rule.
- 9.1.14 Create ordered and unordered lists.
- 9.1.15 Create tables.
- 9.1.16 Learn where to place anchors on a web page.
- 9.1.17 Create links.
- 9.1.18 Create links to e-mail.
- 9.1.19 Embed Widgets on a Web page.
- 9.1.20 Use the element.
- 9.1.21 Use and image as a link.
- 9.1.22 Organize files in your web directory.
- 9.1.23 Understand paths and their application to links.
- 9.1.24 Demonstrate an understanding traffic and analytics.

Performance Standard 9.2: Use Styles to Format Web Pages

- 9.2.1 Identify the differences between HTML and CSS.
- 9.2.2 Write CSS Styles.
- 9.2.3 Create an embedded style.
- 9.2.4 Understand and use the font property.
- 9.2.5 Control line spacing and white space.
- 9.2.6 Change foreground and background colors on a Web page with and without CSS.
- 9.2.7 Create and apply inline styles.
- 9.2.8 Use classes to style several tags.

Performance Standard 9.3: Demonstrate an Understanding of Advanced CSS Selectors and Properties

- 9.3.1 Identify and create dependent and independent classes.
- 9.3.2 Use external style sheets to format several Web pages.
- 9.3.3 Understand how to position text on a Web page.
- 9.3.4 Use the tag.
- 9.3.5 Use the <div> tag.
- 9.3.6 Investigate the box model.
- 9.3.7 Explore the padding, margin, and border properties.
- 9.3.8 Group links on a page.
- 9.3.9 Use CSS to style links.
- 9.3.10 Create a stylized navigation.

CONTENT STANDARD 10.0: UNDERSTAND WEB PAGE DESIGN AND LAYOUT

Performance Standard 10.1: Demonstrate understanding of Color Theory as it Applies to Web Design and Development

- 10.1.1 Explore Web Design Fundamentals and design theory.
- 10.1.2 Understand graphics file formats (vector versus raster).
- 10.1.3 Utilize graphics editors.
- 10.1.4 Understand computer color basics.

CONTENT STANDARD 11.0: UNDERSTAND INTEGRATION OF WEB PAGE CONTROLS

Performance Standard 11.1: Demonstrate the Ability to Use Design and Layout Web Forms

- 11.1.1 Create an HTML form.
- 11.1.2 Create fields for text.
- 11.1.3 Create text boxes.
- 11.1.4 Understand how to choose appropriate form controls.
- 11.1.5 Create radio buttons, check boxes, and list boxes.
- 11.1.6 Create selection lists.
- 11.1.7 Talk about HTML Form validation (but don't use).

CONTENT STANDARD 12.0: UNDERSTAND WEB RELATED PLANNING AND ORGANIZATIONAL STANDARDS

Performance Standard 12.1: Demonstrate Understanding of Site Organization and Navigation Principles

- 12.1.1 Create usable navigation.
- 12.1.2 Build text-based navigation.
- 12.1.3 Use graphics for navigation and linking.
- 12.1.4 Use lists for navigation.
- 12.1.5 Build horizontal navigation bars.
- 12.1.6 Build vertical navigation bars.
- 12.1.7 Use background color and graphics to enhance navigation.
- 12.1.8 Create hover rollovers.