

## Graphic Design II



Career Cluster	Arts, A/V Technology, Communications
Course Code	11154
Prerequisite(s)	Recommended: Introduction to Arts/AV Technology & Communications 11000, Graphic Design I 10202
Credit	0.5 credit
Program of Study and Sequence	Introduction to Art/AV Technology & Communications – Graphic Design I – Graphic Design II – Capstone Experience
Student Organization	Skills USA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours
Industry Certifications	Student can work toward Adobe Certified Associate (ACA) Certification in Adobe Products ( <a href="http://www.adobe.com/education/certification-programs.html">http://www.adobe.com/education/certification-programs.html</a> ), National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	<a href="https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf">https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf</a>
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Information Technology Cluster Endorsement; Web & Digital Communications Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology
Resources	Suggested Software: Adobe Photoshop, Illustrator, In design, Pixlar, etc.

### Course Description

Graphic Design II explores legal and ethical issues, career opportunities, graphic design methods, design elements, design principles, page layout, typography, color theory, creating media and forms of published media.

### Program of Study Application

Graphic Design II is a Level III pathway course in the Arts, A/V Technology and Communications career cluster appropriate for three pathways: A/V, Technology, and Film; Journalism and Broadcasting; and the Visual Arts Pathway. Completion of Graphic Design II will prepare a student for a Level IV course or capstone experience.

## Course Standards

### GD 2-1: Develop an Awareness of Career Opportunities and Professionalism in Graphic Design.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	GD2 1.1 Evaluate growth in abilities and skills related to graphic design careers.
Three Strategic Thinking	GD2 1.2 Investigate career opportunities, emerging technologies and requirements related to graphic design careers.
Three Strategic Thinking	GD2 1.3 Demonstrate employability skills for graphic design industries.
Three Strategic Thinking	GD2 1.4 Critique legal and ethical issues related to graphic design.
Four Extended Thinking	GD2 1.5 Apply ADA compliance in graphic design.

### GD 2-2: Apply design fundamentals.

<i>Webb Level</i>	<i>Sub-indicator</i>
Four Extended Thinking	GD2 2.1 Execute color theory.
Four Extended Thinking	GD2 2.2 Implement the principles of design.

### GD 2-3: Apply techniques used in creating print media.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	GD2 3.1 Evaluate various printing methods.
Three Strategic Thinking	GD2 3.2 Demonstrate typography techniques.
Four Extended Thinking	GD2 3.3 Apply page layout techniques.

### GD 2-4: Design a graphic media project.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	GD2 4.1 Utilize graphic design business processes.
Four Extended Thinking	GD2 4.2 Implement use of tools used to create graphic media.

### GD 2-5: Create a graphic media product.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	GD2 5.1 Evaluate types of materials for various graphic design products. Identify and describe the differences among watercolor, oil and acrylic.
Three Strategic Thinking	GD2 5.2 Publish printed or digital media.