

Graphic Design I

Career Cluster	Arts, A/V Technology, Communications
Course Code	10202
Prerequisite(s)	Recommended: Introduction To Arts/AV Technology & Communications 11000
Credit	
Graduation Requirement	
Program of Study and Sequence	Introduction to Art/AV Technology & Communications – Level I Pathway Course – Graphic Design I - Level III Pathway Course
Student Organization	SkillsUSA
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 (http://www.adobe.com/education/certification-programs.html)
Dual Credit or Dual Enrollment	
Teacher Certification	K-12 Technology
Resources	Suggested Software: Photoshop, Illustrator, Flash, Pixlar, etc.

Course Description:

Graphic Design I explores Legal and Ethical Issues, Career Opportunities, Fundamentals of Computer Graphics, Raster or Vector Graphics, Tools Used to Create Graphics, 2D & 3D Basic Animations.

Program of Study Application

Graphic Design I is a Level II pathway course in the Arts/AV Technology & Communications cluster: Printing Tech/Journalism & Broadcasting, Telecommunications/A-V Technology and Film, and Visual Arts pathways.

Course Standards

GD 1 Develop an Awareness of Career Opportunities and Professionalism in Graphic Design

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	GD 1.1 Identify personal interests and abilities related to graphic design careers. Examples: <ul style="list-style-type: none"> • identify personal creative talents • identify technical/design & animation talents 	Portfolio, SD MyLife
Level 2 Skill/Concept	GD 1.2 Investigate career opportunities, trends, and requirements related to graphic design careers Examples <ul style="list-style-type: none"> • Research job opportunities • Investigate trends associated with graphic design • Discuss related career pathways 	
Level 3 Strategic Thinking	GD 1.3 Demonstrate job skills for graphic design Industries. <ul style="list-style-type: none"> • Attendance and punctuality • Positive attitude • Positive work ethic • Use of proper social skills • Display ability to work as part of a team and take direction from others 	
Level 3 Strategic Thinking	GD 1.4 Explore legal and ethical issues related to graphic design Examples <ul style="list-style-type: none"> • Complete a web quest on legal issues related to digital animation • Research instruction and forms for registration of an graphic design product with copyright office • Obtain formal permission for use of an art form, design, or photograph in an graphic design Publication 	

Notes

GD 2 Explore fundamentals related to graphic design

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	<p>GD 2.1 Illustrate the use of computer graphics</p> <ul style="list-style-type: none"> • List where graphics are found • Research impact of brand marketing with computer graphics • Discuss the use of graphics in various business scenarios • Compare uses of graphics in business products 	
Level 4 Extended Thinking	<p>GD 2.2 Identify graphic design concepts</p> <p>Examples:</p> <ul style="list-style-type: none"> • Complete a vocabulary worksheet with various graphic design terms such as pixels per inch (PPI), dots per inch (DPI), dither, halftone, posterization etc. • Identify various file types e.g. Bitmaps, JPG, PNG, GIF, TIFF, etc. • Paint a picture made up of dots or draw a model based on measurements to demonstrate the difference of raster graphics vs vector graphics. 	
Level 4 Extended Thinking	<p>GD 2.3 Differentiate 2D and 3D graphic design concepts</p> <p>Examples</p> <ul style="list-style-type: none"> • Research software used in various animation jobs • Demonstrate the differences between 2D and 3D graphics • Graph 2D and 3D Models 	

<p>Level 4 Extended Thinking</p>	<p>GD 2.4 Utilize color technologies</p> <p>Examples</p> <ul style="list-style-type: none"> • Research different color technologies such as process, spot or Pantone • Write Codes for specific colors in RGB, CMYK or Hexadecimal • Change the Hue and saturation of a photo in image editing software 	
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GD 3 Create Graphic Designs

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
<p>Level 3 Strategic Thinking</p>	<p>GD 3.1 Explore hardware and software utilized in graphic design</p> <p>Examples</p> <ul style="list-style-type: none"> • Scan a photo using a scanner to use on computer • Draw an object using a graphics tablet • Research various printers and printing mediums and sizes • Research monitors and graphic resolution quality 	
<p>Level 4 Extended Thinking</p>	<p>GD 3.2 Implement graphic design software</p> <p>Example</p> <ul style="list-style-type: none"> • Create organic shapes using a computer graphic software • Break apart text to reshape it in a computer graphic software • Adjust brightness and contrast of a photograph • Emboss text used in logo • Add a filter to a photograph • Add a drop shadow to a computer graphic object 	

Notes:

Career Cluster: Arts, A/V Tech, Communications

Course: Graphic Design I

GD 4 Identify and Utilize a Graphic Design Environment

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 4 Extended Thinking	GD 4.1 Construct transformation of graphics Examples <ul style="list-style-type: none"> • Graph a mirror image of an object • Rotate, skew, distort or scale an object in computer graphic software • Move the z-axis of a 3D model 	
Level 4 Extended Thinking	GD 4.2 Construct animations of graphics Example <ul style="list-style-type: none"> • Create 2D flash animation using a shape tween • Create a flip book to illustrate a hand held animation • Create a photo animation in image editing software 	
Level 4 Extended Thinking	GD 4.3 Create Graphic Design Products Example <ul style="list-style-type: none"> • Publishing computer graphics for sublimation • Determine different mediums to print photos • Render Text Animation for video • Embed Flash .swf in Web page 	

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