

Auburn School District Framework: Graphic Design

Course: Graphic Design/Commercial and Advertising Art

Total Framework Hours: 180 Hours

CIP Code: 500402

Type: Preparatory

Career Cluster: Arts, Audio/Video Technology & Communications

Date Last Modified: Sunday, June 12, 2016

Resources and Standard used in Framework Development:

Standards used are from PrintEd 2010, SkillsUSA and Teacher workshop identified specific skills as outlined in the OSPI Model Framework for 500402 Graphic Design/Commercial and Advertising Art.

Unit 1 INTRODUCTION TO GRAPHIC DESIGN AND CAREER ANALYSIS

Hours: 25

Performance Assessment(s):

Students will brainstorm, working independently and/or in groups to identify the role of Graphic Design.
Summative assessment and application of concepts throughout course work.

Leadership Alignment:

Community and Career Skills: Work habits, punctuality,
Enhancing Behaviors: Risking, inquisitiveness, attending, persistence, perscistion

Standards and Competencies

Standard A: Industry Overview

1. Define the role of graphics in the free enterprise system.
2. Identify and list print markets and types of print businesses.
3. List printing's ranking among other manufacturing industries.

Standard WR 7: Ethics and Legal responsibilities

WR-7.1 Evaluate and justify decisions based on ethical reasoning.

Aligned to Washington State Standards

Arts

Arts 4.0 The student makes connections within and across the arts to other disciplines, life, cultures and work.

- 4.1. Demonstrates and analyzes the connections among the arts disciplines.
- 4.5. Understands how arts knowledge and skills are used in the world of work including careers in the arts.

Communication - Speaking and Listening

Health and Fitness

Language

Mathematics

Reading

Science

Social Studies

Writing

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation

- Think Creatively
- Work Creatively with Others
- Implement Innovations

Creative Thinking and Problem Solving

- Reason Effectively
- Use Systems Thinking
- Make Judgements and Decisions
- Solve Problems

Communication and Collaboration

- Communicate Clearly
- Collaborate with Others

INFORMATION, MEDIA AND TECHNOLOGY SKILLS

Information Literacy

- Access and Evaluate Information
- Use and Manage Information

Media Literacy

- Analyze Media
- Create Media Products

Information, Communications, and Technology (ICT Literacy)

- Apply Technology Effectively

LIFE AND CAREER SKILLS

Flexibility and Adaptability

- Adapt to Change
- Be Flexible

Initiative and Self-Direction

- Manage Goals and Time
- Work Independently
- Be Self-Directed Learners

Social and Cross-Cultural

- Interact Effectively with Others
- Work Effectively in Diverse Teams

Productivity and Accountability

- Manage Projects
- Produce Results

Leadership and Responsibility

- Guide and Lead Others
- Be Responsible to Others

Performance Assessment(s):

Graphic Design Rubrics:

Students demonstrates visual development strategies through sketches, thumbnails, roughs, comprehensives and/or presentations.

Students utilize analysis of target audience and writing a design brief in preparation of visual art works.

Students create designs that demonstrate an ability to recognize and utilize the elements of art and design principles

Students apply understanding of the psychology and the meaning of color choices and schemes in their work.

Students begin the process of creating works to incorporate in a professional portfolio. This is an on going process culminating year end.

Leadership Alignment:

1.A.1 Use a wide range of idea creation techniques (brainstorming etc...)

1.B.1 Develop, implement and communicate new ideas to others effectively

1.B.2 Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work

1.B.3 Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas

1.C.1 Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur

2.C.2 Effectively analyze and evaluate major alternative points of view

2.D.1 Effectively solve different kinds of non-familiar problems in both conventional and innovative ways

3.A.1 Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts

3.A.1 Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions

3.A.2 Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)

3.B.1 Demonstrate ability to work effectively and respectfully with diverse teams

3.B.2 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal

4.B.1 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information

5.A.2 Examine how individuals interpret messages differently, how values and points of view are included or excluded, and how media can influence beliefs and behaviors

5.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of media

6.A.1 Use technology as a tool to research, organize, evaluate and communicate information

6.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies

7.B.1 Incorporate feedback effectively

7.B.2 Deal positively with praise, setbacks and criticism

8.A.3 Utilize time and manage workload efficiently

9.A.2 Conducts self in a respectable, professional manner

10.A.2 Prioritizes, plans and manages work to achieve the intended result

11.A.1. Uses interpersonal and problem-solving skills to influence and guide others toward a goal

Standards and Competencies

Standard O: Digital Illustration

1. Demonstrate an understanding of the differences between raster and vector files.
4. Create or edit images in a raster based program using layers; transparencies; layer modes; masks; and, selections, etc.

Standard P: Design Principles

1. Identify the basic principles of design (i.e., unity; contrast; proportions; balance; emphasis; and, rhythm).
2. Identify the basic elements of design (i.e., line; shape; direction; size; texture; value; and, color).
3. Create thumbnails and rough drafts by sketching. Use markers or colored pencils to show color.
5. Brainstorm keywords for a design concept based on customer need and target audience.

Standard U: PDF

Digital File Preparation

2. Explain the difference between a PDF and native application files.

Standard X: Portfolio

1. Explore and identify content of a professional portfolio

2. Select, organize, develop and refine a marketable portfolio

Aligned to Washington State Standards

Arts

Arts 1.0 The student understands and applies arts knowledge and skills in dance, music, theatre, and visual arts.

1.1 Understands and applies arts concepts and vocabulary.

1.2 Develops arts skills and techniques.

Arts 2.0 The student demonstrates thinking skills using artistic processes.

- Identifies audience and purpose.
- Uses ideas, foundations, skills and techniques to develop dance, music, theatre and visual art.
- Implements choices of arts elements, principles, foundations, skills, and techniques in a creative work.
- Refines work based on feedback, self-reflection, and aesthetic criteria.

Arts 3.0 The student communicates through the arts.

3.2 Uses the arts to communicate for a specific purpose.

3.3. Develops personal aesthetic criteria to communicate artistic choices.

Communication - Speaking and Listening

Health and Fitness

Language

Mathematics

Reading

CC: Reading Informational Text

Key Ideas and Details (9-10)

1 - Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.

Science

Social Studies

Writing

CC: Writing (9-10)

Production and Distribution of Writing

4 - Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in standards 1–3 above.)

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation

- Think Creatively
- Work Creatively with Others
- Implement Innovations

Creative Thinking and Problem Solving

- Reason Effectively
- Use Systems Thinking
- Make Judgements and Decisions
- Solve Problems

Communication and Collaboration

- Communicate Clearly
- Collaborate with Others

INFORMATION, MEDIA AND TECHNOLOGY SKILLS

Information Literacy

- Access and Evaluate Information
- Use and Manage Information

Media Literacy

- Analyze Media
- Create Media Products

Information, Communications, and Technology (ICT Literacy)

- Apply Technology Effectively

LIFE AND CAREER SKILLS

Flexibility and Adaptability

- Adapt to Change
- Be Flexible

Initiative and Self-Direction

- Manage Goals and Time
- Work Independently
- Be Self-Directed Learners

Social and Cross-Cultural

- Interact Effectively with Others
- Work Effectively in Diverse Teams

Productivity and Accountability

- Manage Projects
- Produce Results

Leadership and Responsibility

- Guide and Lead Others
- Be Responsible to Others

Performance Assessment(s):

Graphic Design Rubrics:

Students demonstrate understanding of software types and the specific applications of Adobe Illustrator, Photoshop, InDesign in visual arts projects.

Knowledge of raster and vector images through use of software programs in art projects.

Identify file management strategies (pdf, jpeg, png, resolution, pixels).

Ability to scan and use images from a digital camera. Digital storage on external devices, cloud, in addition to transmitting images

Applies understanding of copyright and fair use guidelines in art works, incorporating the use of royalty free images and typography.

Understand basic printing technologies; Apply working knowledge of the different uses of color - Grayscale vs printing color (CMYK) and in electronic displays (RGB).

*Students explore the potential of digital portfolios as an option for on going development of portfolio. This is an on going process culminating year end.

Leadership Alignment:

Individual Skills: Student will be involved in activities that require problem-solving and using critical and creative thinking skills while understanding outcomes of related decisions..

Community and Career Skills: Work habits, punctuality,

Enhancing Behaviors: Risk-taking, inquisitiveness, attending, persistence, precision

5. B.1 Understand and utilize the most appropriate media creation tools, characteristics and conventions.

Standards and Competencies

Standard C: Digital File Preparation

3. Describe the difference between a raster image and a vector graphic image.

7. Identify various file formats and their extensions: .doc; .qxd; .pdf; .tif; .eps; .rtf; .raw; .jpg; .bmp; .txt; .indd; .psd; .ai; .pub; .html; .gif; .xls; .zip; .dmg; .png; .dng.

Standard F: Digital File Output

2. Explain the purpose of proofing.

Standard O: Digital Illustration

1. Demonstrate an understanding of the differences between raster and vector files.

6. Demonstrate a functional knowledge of computer menus, shortcut keys, and palettes in illustration software.

7. Create a single color vector graphic.

Standard X: Portfolio

2. Select, organize, develop and refine a marketable portfolio

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1.1 Understands and applies arts concepts and vocabulary.

1.2 Develops arts skills and techniques.

Arts 4.0 The student makes connections within and across the arts to other disciplines, life, cultures and work.

4.5. Understands how arts knowledge and skills are used in the world of work including careers in the arts.

Communication - Speaking and Listening

Health and Fitness

Language

Mathematics

Reading

Science

Social Studies

Writing

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Initiative and Self-Direction

- Manage Goals and Time
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Social and Cross-Cultural

- Interact Effectively with Others
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Productivity and Accountability

- Manage Projects
- Produce Results

Leadership and Responsibility

- Guide and Lead Others
- Be Responsible to Others

Performance Assessment(s):

Graphic Design Rubric

Student design and apply targets in layout project

Student will use and implement design principles in concept development of their layout

*Students begin the process of creating works to incorporate in a professional portfolio. This is an on going process culminating year end.

Apply design techniques of layout through Adobe

Leadership Alignment:

Individual Skills: Student will be involveld in activities that require applying theory, problem-sovling and using critical and creative thiniking skills whlie understanding outcomes of related decisions.

Community and Career Skills: Work hapbits, punctuality,

Enhancing Behaviors: Risking, inquisitiveness, attending, persistence, persciston

1.B.4 View failure as an oppportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes

2.D.2 Identify and ask significant questions that clarify various points of view and lead to better solutions

Standards and Competencies

Standard N: Page Layout

Advertising and Design

1. Select appropriate page layout software for a given job.
2. Set text with appropriate margins; formatting; gutters; and, proper leading.
4. Design and produce a document using desired fonts; styles; margins; indents; tabs; and, colors.
7. Create documents using grids; templates; master pages; paragraph style sheets; and, character style sheets.
20. Demonstrate text alignment (flush left, flush right, center), vertical justification (top, center, bottom justified), and object alignment and distribution.
23. Apply appropriate paragraph formatting to text (indents, spaces before and after, drop caps, etc.).
25. Design and produce a document using specified type faces, sizes, leading, margins, indents, tabs, and colors.
26. Identify appropriate professional software for inputting words, creating illustrations, editing images, and laying out pages.
28. Place or get images.

Standard O: Digital Illustration

3. Create or trace drawings/photographs using a vector illustration program.
4. Create or edit images in a raster based program using layers; transparencies; layer modes; masks; and, selections, etc.
5. Create a spot color illustration or logo using Pantone Matching System® (PMS) or other color matching system, and view or print separations.

Standard P: Design Principles

1. Identify the basic principles of design (i.e., unity; contrast; proportions; balance; emphasis; and, rhythm).
3. Create thumbnails and rough drafts by sketching. Use markers or colored pencils to show color.
4. Pitch a concept to demonstrate an understanding of the relationship between message; color; typography; images; and, layout.
7. Critique a layout to determine if it meets the customer's needs, and suggest improvements.

Standard X: Portfolio

1. Explore and identify content of a professional portfolio
2. Select, organize, develop and refine a marketable portfolio

Aligned to Washington State Standards**Arts**

Arts 1.0 The student understands and applies arts knowledge and skills in dance, music, theare, and visual arts.

1.1 Understands and applies arts concepts and vocabulary.

Arts 2.0 The student demonstrates thinking skills using artistic processes.

2.1. Applies a creative process to the arts (dance, music, theatre and visual arts):

- Identifies audience and purpose.
- Implements choices of arts elements, principles, foundations, skills, and techniques in a creative work.

2.2 Applies a performance and/or presentation process to the arts (dance, music, theatre and visual arts):

- Identifies audience and purpose of the work and/or performance.

Arts 3.0 The student communicates through the arts.

3.2 Uses the arts to communicate for a specific purpose.

Communication - Speaking and Listening

Comprehension and Collaboration (9-10)

1 - Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9–10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

- Presentation of Knowledge and Ideas (9-10)

Health and Fitness

Language

Mathematics

Reading

CC: Reading Informational Text

2 - Determine a central idea of a text and analyze its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.

Science

Social Studies

Writing

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation

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Creative Thinking and Problem Solving

- Reason Effectively
- Use Systems Thinking
- Make Judgements and Decisions
- Solve Problems

Communication and Collaboration

- Communicate Clearly
- Collaborate with Others

INFORMATION, MEDIA AND TECHNOLOGY SKILLS

Information Literacy

- Access and Evaluate Information
- Use and Manage Information

Media Literacy

- Analyze Media
- Create Media Products

Information, Communications, and Technology (ICT Literacy)

- Apply Technology Effectively

LIFE AND CAREER SKILLS

Flexibility and Adaptability

- Adapt to Change
- Be Flexible

Initiative and Self-Direction

- Manage Goals and Time
- Work Independently
- Be Self-Directed Learners

Social and Cross-Cultural

- Interact Effectively with Others
- Work Effectively in Diverse Teams

Productivity and Accountability

- Manage Projects
- Produce Results

Leadership and Responsibility

- Guide and Lead Others
- Be Responsible to Others

Performance Assessment(s):

Graphic Design Rubric

Student design and apply targets in design branding in logo packages

Student will use and implement design principles in concept development of their layout

*Developing work is an on going process to be incorporated in culminating year end portfolio.

Students begin the process of creating works to incorporate in a professional portfolio. This is an on going process culminating year end.

20% of the logo package is displayed through digital media. (Adobe)

Leadership Alignment:

Individual Skills: Student will be involved in activities that require applying theory, problem-solving and using critical and creative thinking skills while understanding outcomes of related decisions.

Community and Career Skills: Work habits, punctuality,

Enhancing Behaviors: Risking, inquisitiveness, attending, persistence, persistence

4.B.1 Use information accurately and creatively for the issue or problem at hand

5.A.1 Understand both how and why media messages are constructed, and for what purposes

6.A.2 Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy

Standards and Competencies

Standard O: Digital Illustration

2. Use the appropriate graphics program to create a design or logo using manipulated type (rotated, circled, extended, tints and fills, etc.).
3. Create or trace drawings/photographs using a vector illustration program.
7. Create a single color vector graphic.

Standard P: Design Principles

3. Create thumbnails and rough drafts by sketching. Use markers or colored pencils to show color.
4. Pitch a concept to demonstrate an understanding of the relationship between message; color; typography; images; and, layout.
8. Demonstrate an understanding of corporate identity including how branding affects consumer recognition.

Standard X: Portfolio

1. Explore and identify content of a professional portfolio
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Aligned to Washington State Standards**Arts**

Arts 1.0 The student understands and applies arts knowledge and skills in dance, music, theatre, and visual arts.

1.1 Understands and applies arts concepts and vocabulary.

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Communication - Speaking and Listening

Health and Fitness

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21st Century Skills

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Performance Assessment(s):

Graphic Design Rubric

Student design and apply targets in design branding in logo packages

Student will use and implement design principles in concept development of their layout

*Developing work is an on-going process to be incorporated in culminating year-end portfolio.

Leadership Alignment:

Individual Skills: Student will be involved in activities that require applying theory, problem-solving and using critical and creative thinking skills while understanding outcomes of related decisions.

Community and Career Skills: Work habits, punctuality,

Enhancing Behaviors: Risking, inquisitiveness, attending, persistence, persistence

Standards and Competencies

Standard M: Type

1. Illustrate x-height; mean-line; base-line; ascenders; descenders; serifs; leading; and, their roles in measuring and designing with type.
4. Distinguish between display (headline) type and body (text) type by their point sizes, styles, and uses.
5. List the major type faces/font families and their uses.
6. Explain letter spacing; tracking; kerning; baseline shift; and, horizontal scale.
7. Demonstrate the type arrangements: flush left–ragged right; flush right–ragged left; centered; justified; force justified; and, widows and orphans.
1. Measure type in points using the appropriate tools.
6. Explain letter spacing, tracking, and kerning of type characters.

Standard O: Digital Illustration

2. Use the appropriate graphics program to create a design or logo using manipulated type (rotated, circled, extended, tints and fills, etc.).
3. Create or trace drawings/photographs using a vector illustration program.
6. Demonstrate a functional knowledge of computer menus, shortcut keys, and palettes in illustration software.
8. Create a vector graphic using tints, fills, and color.

Standard P: Design Principles

2. Identify the basic elements of design (i.e., line; shape; direction; size; texture; value; and, color).
3. Create thumbnails and rough drafts by sketching. Use markers or colored pencils to show color.

Standard X: Portfolio

1. Explore and identify content of a professional portfolio
2. Select, organize, develop and refine a marketable portfolio

Aligned to Washington State Standards**Arts**

- 1.1 Understands and applies arts concepts and vocabulary.
- 1.2 Develops arts skills and techniques.
 - Uses ideas, foundations, skills and techniques to develop dance, music, theatre and visual art.
 - Reflects for the purpose of self-evaluation and improvement of the creative work.
 - Refines work based on feedback, self-reflection, and aesthetic criteria.
- 3.2 Uses the arts to communicate for a specific purpose.

Communication - Speaking and Listening

Health and Fitness

Language

Mathematics

Reading

Science

Social Studies

Writing

CC: Writing (9-10)
Production and Distribution of Writing
6 - Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation

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