

Graphic Design

ACADEMIC SKILLS

AA SPEAKING AND LISTENING

AA1 Utilize effective verbal and non-verbal communication skills

AA2 Participate in conversation, discussion, and group presentations

AA3 Communicate and follow directions/procedures

AA4 Communicate effectively with customers and co-workers

AB READING AND WRITING

AB1 Locate and interpret written information

AB2 Read and interpret workplace documents

AB3 Identify relevant details, facts, and specifications

AB4 Record information accurately and completely

AB5 Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation

AB6 Demonstrate the ability to write clearly and concisely using industry specific terminology

AC CRITICAL THINKING AND PROBLEM SOLVING

AC1 Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)

AC2 Utilize innovation and problem-solving skills to arrive at the best solution for current situation

AC3 Implement effective decision-making skills

AD MATHEMATICS

AD1 Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)

AD2 Solve problems using measurement skills (e.g., distance, weight, area, volume)

AD3 Make reasonable estimates

AD4 Use tables, graphs, diagrams, and charts to obtain or convey information

AD5 Use deductive reasoning and problem-solving in mathematics

AE FINANCIAL LITERACY

AE1 Locate, evaluate, and apply personal financial information

AE2 Identify the components of a budget and how one is created

AE3 Set personal financial goals and develop a plan for achieving them

AE4 Use financial services effectively

AE5 Demonstrate ability to meet financial obligations

AF INTERNET USE AND SECURITY

AF1 Recognize the potential risks associated with Internet use

AF2 Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)

AF3 Practice safe, legal, and responsible use of technology in the workplace

AG INFORMATION TECHNOLOGY

AG1 Use technology appropriately to enhance professional presentations

AG2 Demonstrate effective and appropriate use of social media

AG3 Identify ways social media can be used as marketing, advertising, and data gathering tools

AH TELECOMMUNICATIONS

AH1 Select and use appropriate devices, services, and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)

EMPLOYABILITY SKILLS

EA POSITIVE WORK ETHIC

EA1 Demonstrate enthusiasm and confidence about work and learning new tasks

EA2 Demonstrate consistent and punctual attendance

EA3 Demonstrate initiative in assuming tasks

EA4 Exhibit dependability in the workplace

EA5 Take and provide direction in the workplace

EA6 Accept responsibility for personal decisions and actions

EB INTEGRITY

EB1 Abide by workplace policies and procedures

EB2 Demonstrate honesty and reliability

EB3 Demonstrate ethical characteristics and behaviors

EB4 Maintain confidentiality and integrity of sensitive company information

EB5 Demonstrate loyalty to the company

EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace

EC2 Use language and manners suitable for the workplace

EC3 Demonstrate polite and respectful behavior toward others

EC4 Demonstrate personal accountability in the workplace

EC5 Demonstrate pride in work

ED TIME, TASK, AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule

ED2 Work with minimal supervision

ED3 Work within budgetary constraints

ED4 Demonstrate ability to stay on task to produce high quality deliverables on time

EE DIVERSITY AWARENESS

EE1 Recognize diversity, discrimination, harassment, and equity

EE2 Work well with all customers and co-worker

EE3 Explain the benefits of diversity within the workplace

EE4 Explain the importance of respect for feelings, values, and beliefs of others

EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work

EE6 Illustrate techniques for eliminating gender bias and stereotyping in the workplace

EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers

EE8 Recognize the challenges and advantages of a global workforce

EF TEAMWORK

EF1 Recognize the characteristics of a team environment and conventional workplace

EF2 Contribute to the success of the team

EF3 Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)

EG CREATIVITY AND RESOURCEFULNESS

EG1 Contribute new ideas

EG2 Stimulate ideas by posing questions

EG3 Value varying ideas and opinions

EG4 Locate and verify information

EH CONFLICT RESOLUTION

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships

EH2 Implement conflict resolution strategies and problem-solving skills

EH3 Explain the use of documentation and its role as a component of conflict resolution

EI CUSTOMER/CLIENT SERVICE

EI1 Recognize the importance of and demonstrate how to properly acknowledge customers/clients

EI2 Identify and address needs of customers/clients

EI3 Provide helpful, courteous, and knowledgeable service

EI4 Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)

EI5 Identify techniques to seek and use customer/client feedback to improve company services

EI6 Recognize the relationship between customer/client satisfaction and company success

EJ ORGANIZATIONS, SYSTEMS, AND CLIMATES

EJ1 Define profit and evaluate the cost of conducting business

EJ2 Identify "big picture" issues in conducting business

EJ3 Identify role in fulfilling the mission of the workplace

EJ4 Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)

EJ5 Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization

EK JOB ACQUISITION AND ADVANCEMENT

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)

EK4 Prepare a resume, letter of application, and job application

EK5 Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)

EK6 Participate in a job interview

EK7 Explain the proper procedure for leaving a job

EL LIFELONG LEARNING

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Seek and capitalize on self-improvement opportunities

EL4 Discuss the importance of flexible career planning and career self-management

EL5 Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

EM JOB SPECIFIC TECHNOLOGIES

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

EN HEALTH AND SAFETY

EN1 Assume responsibility for safety of self and others

EN2 Follow safety guidelines in the workplace

EN3 Manage personal health and wellness

OCCUPATIONAL SKILLS

OA LAWS AND ETHICS

OA1 Demonstrate understanding of human, cultural, and societal issues related to technology and practice legal and ethical behavior

OA2 Advocate and practice safe, legal, and responsible use of information and technology

OA3 Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity

OA4 Demonstrate personal responsibility for lifelong learning

OA5 Exhibit leadership for digital citizenship

OA6 Research laws governing copyright, intellectual property (i.e., font usage, photography, illustration, audio and video rights), and software licensing

OA7 Research laws governing brand issues, trademark, and other proprietary rights

OA8 Discuss consequences of violating copyright, privacy, and data security laws

OA9 Define and debate fair use including authorships, social media, rights of use for work and likeness, and credit lines

OA10 Model fair use in production of graphic works

OA11 Research and discuss censorship as it applies to the graphic design industry

OA12 Research the purpose of non-disclosure agreements (NDA)

OA13 Incorporate cultural sensitivity and diversity awareness into the design process

OA14 Debate legal versus ethical behaviors

OA15 Incorporate ethical behaviors in graphic projects

OB HISTORY OF MEDIA

OB1 Identify the major movements, styles, techniques, and artists in the development and evolution of modern media

OB2 Identify the historical steps of technical development in the evolution of the media arts

OB3 Recognize and identify the development of media arts aesthetics

OB4 Recognize the historical and cultural impact and purposes of media on society

OB5 Perceive and analyze the artistic works of recognized media artists

OB6 Recognize the intent and meaning of historically acclaimed works

OB7 Apply criteria to evaluate artistic works

OB8 Research technologies that advanced graphic design

OB9 Describe past, present, and future styles in the graphic design field

OC DIGITAL COMMUNICATION

OC1 Demonstrate usage of digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others

OC2 Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media

OC3 Contribute to project teams to produce original works or solve problems.

OC4 Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity

OC5 Determine project goals through customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction

OC6 Use communication for a range of purposes (e.g., to inform, instruct, motivate, persuade)

OC7 Utilize multiple media and technologies, know how to judge their effectiveness, and assess their impact

OC8 Communicate effectively in diverse environments

OC9 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal

OC10 Assume shared responsibility for collaborative work and value the individual contributions made by each team member

OC11 Communicate information and ideas effectively to multiple audiences using a variety of media and formats

OC12 Process data and report results, including the use of analytics

OC13 Communicate with others (i.e., peers and clients) about design plans

OC14 Formulate written and verbal communications using industry standard terms

OD AUDIENCE & MEDIA PURPOSE

OD1 Strategize when identifying the purpose, audience, and audience needs for preparing images

OD2 Demonstrate use of strategy when creating works of art and making presentations to convey a point of view

OD3 Utilize media environments, spaces, contexts, and situations where media artworks are produced and experienced (i.e., theaters, production studios, online)

OD4 Key information into computer equipment to create layouts for client or supervisor

OD5 Develop graphics and layouts for product illustrations, company logos, and websites

OD6 Prepare notes and instructions for workers who assemble and prepare final layouts for printing

OD7 Curate and design the presentation and distribution of collections of media artworks through a variety of contexts (i.e., mass audiences, physical channels, virtual channels)

OD8 Independently evaluate, compare, and integrate improvements in presenting media artworks, considering personal to global impacts (i.e., new understandings that were gained by artist and audience)

OD9 Prepare and deliver a visual presentation utilizing appropriate industry terminology

OE ELEMENTS AND PRINCIPLES OF DESIGN

OE1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work

OE2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work

OE3 Incorporate color, line, shape, texture, size, and value in student-generated graphic work

OE4 Demonstrate the elements of design through manual sketching

OE5 Demonstrate the elements of design through digital sketching

OE6 Analyze the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works

OE7 Incorporate principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in student-generated graphic works

OE8 Demonstrate the principles of design through various drawing techniques

OE9 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters)

OE10 Apply and adjust formatting to type

OE11 Construct graphic works utilizing and manipulating type

OE12 Apply effective use of negative space, composition, message structure, and graphics to graphic works

OE13 Create graphic works utilizing grids

OE14 Create graphic works utilizing templates

OE15 Demonstrate layout skills for print collaterals (i.e., business cards, newspapers, packaging)

OE16 Demonstrate layout skills for digital media

OE17 Explain the importance of consistency of design

OE18 Explain the importance of usability

OE19 Explain the importance of core messaging

OE20 Apply measurement tools and ratio analysis to image positioning in graphic works

OE21 Solve aspect ratio proportion measurement in video and animation development

OF PRODUCTION AND INDUSTRY STANDARD SOFTWARE

OF1 Generate project ideas through the use of thumbnails, roughs, mock-ups, and wireframes

OF2 Create a storyboard for a project

OF3 Analyze differences and appropriate applications of vector-based and bitmap images

OF4 Use a variety of input devices to import photos, images, and other content

OF5 Incorporate the use of image manipulation and illustration software into final products

OF6 Apply nondestructive image editing techniques such as layering and masking

OF7 Practice using different selection tools and techniques to manipulate images

OF8 Practice in-camera composition and cropping

OF9 Use appropriate resolution, compression, and file formats for various media outputs including web, video, and print

OF10 Incorporate appropriate color modes in graphic works including but not limited to RGB and CMYK

OF11 Develop a workflow for a project

OF12 Synthesize information using analytics when collecting communications from various stakeholders

OF13 Describe project management

OF14 Create projects that define core message

OF15 Explain the design process

OF16 Apply the design process to generate graphic works

OF17 Analyze branding and corporate identity (i.e., purpose, constituents)

OF18 Create a visual that contains all the richness of the brand

OG CREATE AND MAINTAIN A PERSONAL PORTFOLIO

OG1 Research and compare the various types of personal portfolios

OG2 Develop graphics portfolios that include traditional and digital works

OG3 Recognize that portfolios are dynamic and require maintenance

OG4 Conduct peer and self-evaluations using rubrics

OG5 Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate criticism