

# GRAPHICS STANDARDS

## HIGH SCHOOL

DISCUSS DEVELOPMENTS AND INDIVIDUALS RELATING TO THE HISTORY OF THE GRAPHICS AND DESIGN INDUSTRY AND EXPLORE EMERGING TRENDS AND TECHNOLOGIES.

- Research technologies that advanced graphic design.
- Describe past, present, and future styles in the graphic design field.
- Identify art movements that impacted graphic design.
- Describe the importance of graphic design's influence on society.
- Identify persons with major contributions to the field of graphic design.
- Identify and describe emerging trends and technologies.

COMMUNICATE IDEALS USING INDUSTRY STANDARD TERMINOLOGY.

- Formulate written and verbal communications using industry standard terms.
- Prepare and deliver a visual presentation utilizing appropriate industry terminology.

EXPLORE CAREERS AVAILABLE IN THE FIELD OF GRAPHIC COMMUNICATIONS AND THE DESIGN INDUSTRY.

- Identify the certificates, diplomas, and degrees available.
- Compare and contrast careers in graphics and design, along with their education, training requirements, and salary ranges.
- Identify the college majors that are found in the area of graphics design and communication.

EXAMINE THE PROFESSIONAL AND ETHICAL ISSUES INVOLVED IN THE GRAPHIC DESIGN INDUSTRIES.

- Identify basic copyright issues for graphic design industries to include understanding the use of Creative Commons copyright.
- Explain the consequences of copyright infringement.
- Explain ethics issues for the graphic design industries.

IDENTIFY AND APPLY THE ELEMENTS OF DESIGN.

- Identify the applications of color, line, shape, texture, size, and value in samples of graphic work.
- Analyze the use of color, line, shape, texture, size, and value in samples of graphic work.
- Incorporate color, line, shape, texture, size, and value in student-generated graphic work.
- Demonstrate the elements of design through manual sketching.
- Demonstrate the elements of design through digital sketching.

IDENTIFY AND APPLY THE PRINCIPLES OF DESIGN.

- Analyze the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works.
- Incorporate principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in student-generated graphic works.
- Demonstrate the principles of design through various drawing techniques.

IDENTIFY AND APPLY THE PRINCIPLES OF TYPOGRAPHY.

- Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.)
- Construct graphic works utilizing and manipulating type.
- Apply and adjust formatting to type.

IDENTIFY AND APPLY THE PRINCIPLES OF DESIGN TO LAYOUT.

- Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.
- Create graphic works utilizing grids.
- Create graphic works utilizing templates.

- Demonstrate layout skills for print collaterals (i.e., business cards, newspapers, packaging, etc.)
- Demonstrate layout skills for digital media.
- Explain the importance of consistency of design.
- Explain the importance of usability.
- Explain the importance of core messaging.
- Apply measurement tools and ratio analysis to image positioning in graphic works.
- Solve aspect ratio proportion measurement in video and animation development.

#### DEMONSTRATE KNOWLEDGE OF CONCEPT DEVELOPMENT.

- Generate project ideas through the use of thumbnails, roughs, mock-ups, wireframes, etc.
- Create a storyboard for a project.

#### DEMONSTRATE KNOWLEDGE OF CONCEPT IMAGE CREATION AND MANIPULATION.

- Analyze differences and appropriate applications of vector-based and bitmap images.
- Use a variety of input devices to import photos, images, and other content.
- Incorporate the use of image manipulation and illustration software into final products.
- Apply nondestructive image editing techniques such as layering and masking.
- Practice using different selection tools and techniques to manipulate images.
- Practice in-camera composition and cropping.

#### DEMONSTRATE APPLICATION OF MEDIA OUTPUTS.

- Use appropriate resolution, compression, and file formats for various media outputs including web, video, and print.
- Incorporate appropriate color modes in graphic works including but not limited to RGB and CMYK.

#### DEMONSTRATE APPLICATION OF MEDIA OUTPUTS.

- Develop a workflow for a project.
- Synthesize information collected from communications with various stakeholders.
- Describe project management.
- Create projects that define core message.

#### IDENTIFY AND APPLY THE DESIGN PROCESS.

- Explain the design process.
- Apply the design process to generate graphic works. Explain the design process

#### DEMONSTRATE KNOWLEDGE OF BRANDING AND CORPORATE IDENTITY.

- Analyze branding and corporate identity, its purpose and constituents.
- Create a visual that contains all the richness of the brand.

#### IDENTIFY AND PRODUCE FILES UTILIZING DIFFERENT DIGITAL FORMATS.

- Describe the strengths and weaknesses of TIFF, EPS, JPG, GIF, PDF, and PNG in a Postscript environment.
- Create documents/images and demonstrate the ability to save as digital files.
- Demonstrate how to place scanned graphics/photos into an existing page layout program.
- Produce digital files using appropriate DPI and PPI resolution for media.