



HIGH SCHOOL GRAPHIC DESIGN 2 & 3 (MEDIA ARTS)

ACADEMIC & PROFESSIONAL SKILLS STANDARDS

CATALINA FOOTHILLS SCHOOL DISTRICT

Approved by the Governing Board
June 27, 2017

STANDARDS FOR MEDIA ARTS

GRAPHIC DESIGN 2 & 3

Graphic Design 2 (denoted as Y2-Year 2) is designed to be a second level for students interested in continuing their study of the graphic design field. Students will learn more in-depth techniques in Adobe Photoshop, Illustrator and InDesign as they investigate techniques in using the elements and principles of design to effectively communicate a message. Students will apply their knowledge of the industry standard software and equipment as they design and print client centered apparel, posters, flyers, etc. Students will prepare for entrance into the industry by certifying in Adobe Illustrator. Projects will require the use of creativity and innovation, critical thinking and problem solving and communication.

Graphic Design 3 (denoted as Y3-Year 3) is designed to further develop students' skills based on commercial and industry-level demands. Projects will include screen printing, posters, brochures, logo design, and other graphic design requests. The class will continue to focus on techniques and processes in Adobe Photoshop, Illustrator, and InDesign. Students will acquire higher-level skills in print production and the business side of graphic design while they work directly with clients to create solutions to visual communication needs. Students will have the opportunity to certify in additional Adobe applications to strengthen their resume and portfolio.

ROLE OF GRAPHIC DESIGN IN THE MEDIA INDUSTRY

GD2-3.1.1 Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs. (Y2, Y3)

GD2-3.1.2 Describe how ethics, hype, and content influence media products. (Y2)

LEGAL AND ETHICAL PRACTICES

GD2-3.2.1 Describe current legal issues in the media industry. (Y2, Y3)

GD2-3.2.2 Apply required laws and regulations associated with the workplace (employment laws, laws and regulations unique to the industry). (Y2, Y3)

GD2-3.2.3 Examine intellectual property law and its ramifications. (Y2)

GD2-3.2.4 Explain the establishment of a trade name and trademark (Y2)

GD2-3.2.4 Explain fair use in relation to legal and regulatory considerations. (Y2, Y3)

INDUSTRY SAFETY PROCEDURES

GD2-3.3.1 Adhere to industry safety standards in the classroom and on location for personal safety and the safety of others (required: safety precautions for job site hazards). (Y2, Y3)

- address harmful conditions in the workplace
- follow procedure for reporting unsafe conditions

GD2-3.3.2 Safely operate and perform care and maintenance of equipment and related accessories. (Y2, Y3)

GD2-3.3.3 Apply compliancy procedures for OSHA (occupational safety and health administration), HAZCOM (Hazard Communication Standard), warning labels and MSDS (material safety data sheets) safety regulations. (Y2, Y3)

GD2-3.3.4 Describe multiple distribution platforms that are in compliance with the American Disability Act. (Y2)

BUSINESS PRACTICES

GD2-3.4.1 Explain and compare key factors (for example: advertising, using feedback from clients about business practices) that contribute to the success of media businesses [graphic design] and freelance and contract providers. (Y2, Y3)

GD2-3.4.2 Examine how the relationship among marketing, sales, and production affects profitability. (Y3)

GD2-3.4.3 Describe how production processes and cycles affect media businesses. (Y2)

GD2-3.4.4 Describe multiple distribution platforms that are in compliance with the American Disability Act. (Y2)

GD2-3.4.5 Determine cost projections for various media objectives and/or functions. (Y2, Y3)

GD2-3.4.6 Review a project workflow after completion and determine areas of improvement. (Y2, Y3)

CREATING (Conceive – Develop)

Conceiving and developing new artistic ideas and work

MA.Cr1.1.GD2-3 Strategically utilize multiple approaches to generate ideas (for example: research, brainstorming), refine artistic goals, and increase originality of approaches in media arts processes. (Y2, Y3)

- conduct formal and informal research to collect information
- identify purpose, content, and target audience

MA.Cr1.2.GD2-3 Apply a personal aesthetic in designing, testing, and refining original artistic ideas, prototypes, and production strategies for graphic arts productions. (Y2, Y3)

- consider artistic intentions, constraints of resources, target audience and presentation context
- apply knowledge of design principles, elements, typography and color relationships to designs

MA.Cr2.1.GD2-3 Compare the different common printing processes (offset, digital, screen printing, flexography, gravure, thermography), their market segments, and the advantages and disadvantages of each. (Y2)

CREATING (Construct)

Conceiving and developing new artistic ideas and work

MA.Cr3.1.GD2-3 Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts productions, demonstrating understanding of associated design principles. (Y2, Y3)

- demonstrate type specifics, alignment and appropriate use of margins, columns, grids, bleeds and styles

MA.Cr3.2.GD2-3 Refine and elaborate aesthetic elements and technical components to intentionally form impactful expressions in media artworks for specific purposes, intentions, audiences and contexts. (Y2, Y3)

- modify design based on feedback (peers, teacher) in order to meet a client's needs (target audience end use)

PRODUCING (Integrate – Practice)

Realizing and presenting artistic ideas and work

MA.Pr1.1.GD2-3 Integrate various arts, media arts forms, and academic content into unified graphic design productions that retain thematic integrity and stylistic continuity. (Y2)

MA.Pr2.1.GD2-3 Demonstrate effective command of artistic, design, technical and soft skills (for example: collaboration, communication) in managing and producing graphic design artworks. (Y3)

MA.Pr2.2.GD2-3 Demonstrate effective ability to use creativity and innovative thinking to address sophisticated challenges within and through graphic design productions. (Y2, Y3)

MA.Pr2.3.GD2-3 Demonstrate the skillful adaptation and combination of tools, styles, techniques, and interactivity to achieve specific expressive goals in the production of a variety of graphic design artworks. (Y2, Y3)

- execute a photoshoot according to a client's needs, including setting up the necessary equipment
- differentiate the type, use, and care of digital cameras and accessories, including basic lighting equipment
- file size and ppi formats (i.e., BMP, TIFF, JPEG, RAW) and the selection of appropriate camera for given situation and end usage requirements
- apply appropriate binding and finishing options, including imposition
- create single and multi-page products using industry standard layout software and/or online according to specifications

PRODUCING (Present)

Realizing and presenting artistic ideas and work

MA.Pr3.1.GD2-3 Curate and design the presentation and distribution of collections of graphic design artworks through a variety of contexts. (Y2, Y3)

- utilize presentation skills to present a solution to a project demonstrating an understanding of the relationship between content, color, typography, images and layout
- optimize and post content to an active website

MA.Pr3.2.GD2-3 Deliver/distribute products in accordance with consumer expectations in graphic design. (Y2, Y3)

- explore the binding and finishing options, to include imposition

MA.Pr3.3.GD2-3 Evaluate and implement improvements in presenting graphic design artworks, considering personal, local, and social impacts such as changes that occurred for people, or to a situation. (Y3)

- utilize feedback to improve presentation methods (required: websites, portfolios, art show)
- critique a project throughout every phase of production for accuracy, end-usage, and audience
- review a project workflow after completion and determine areas for improvement

RESPONDING (Perceive – Interpret – Evaluate)

Understanding and evaluating how the arts convey meaning

MA.Re1.1.GD2-3 Analyze and synthesize the qualities and relationships of the components in a variety of graphic design artworks, and feedback on how they impact audience. (Y2, Y3)

MA.Re1.2.GD2-3 Analyze how a broad range of graphic designs manage audience experience, create intention and persuasion through multimodal perception (integration of multiple sensory systems). (Y2, Y3)

MA.Re2.1.GD2-3 Analyze the intent, meanings, and influence of a variety of graphic designs, based on personal, societal, historical, and cultural contexts. (Y3)

MA.Re3.1.GD2-3 Form and apply defensible evaluations in the constructive and systematic critique of graphic designs and production processes (required: for accuracy end-usage, and audience). (Y2, Y3)

CONNECTING (Synthesize – Relate)

Relating artistic ideas and work with personal meaning and external context.

MA.Cn1.1.GD2-3 Synthesize internal and external resources to enhance the creation of persuasive media artworks, such as cultural connections, introspection, research, and exemplary works. (Y2, Y3)

MA.Cn1.2.GD2-3 Explain and demonstrate the use of graphic designs to synthesize new meaning and knowledge, and reflect and form cultural experiences, such as new connections between themes and ideas, local and global networks, and personal influence. (Y2, Y3)

MA.Cn1.2.GD2-3 Examine in depth and demonstrate the relationships of graphic design ideas and works to various contexts, purposes, and values, such as markets, systems, propaganda, and truth. (Y3)

MA.Cn1.2.GD2-3 Critically investigate and ethically interact with legal, technological, systemic, and vocational contexts of graphic design, considering ethics, media literacy, digital identity, and artist/audience interactivity. (Y3)

TECHNOLOGY APPLICATIONS AND TOOLS

GD2-3.5.1 Use computer applications to manage media. (Y2, Y3)

- use appropriate electronic publishing software and output devices
- archive and manage data for media applications
- explore paper options for a job including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch
- understand various file formats and list the advantages and disadvantages of each

GD2-3.5.2 Compare and contrast digital tools used in the media industry. (Y2, Y3)

- compare color reproduction on the monitor and a printed substrate
- access and manipulate information electronically (Internet, hardware, software, input, output, flash drive)
- understand usability and design criteria for use on web and mobile devices, including navigation, sizing, and format

GD2-3.5.3 Apply knowledge of data capture and manipulation. (Y2, Y3)

- identify software that supports data capture for media services (digital camera, video input device, graphics tablet)
- select appropriate resolutions for data capture
- capture and transfer still image, audio, and moving image content

GD2-3.5.4 Apply essential commands of appropriate digital programs. (Y2)

GD2-3.5.5 Explain methods of protecting a computer against computer threats. (Y2)

PROFESSIONAL SKILLS: PROFESSIONALISM & ORGANIZATIONAL CULTURE

GD2-3.6.1 Demonstrate professionalism in the workplace (being on time, proper dress, courteousness).

GD2-3.6.2 Represent the school [or organization] in a positive manner, demonstrating the school's [or organization's] mission and core values.

GD2-3.6.3 Demonstrate respect for personal and professional boundaries (distinguish between personal and work-related matters).

GD2-3.6.4 Interact respectfully with others; act with integrity.

GD2-3.6.5 Produce high quality work that reflect professional pride and contributes to organizational success.

GD2-3.6.6 Take initiative to develop skills and improve work performance.

PROFESSIONAL SKILLS: COMPLEX COMMUNICATION (TRADITIONAL AND DIGITAL)

GD2-3.7.1 Communicate effectively in preparation for a diverse work environment (required: style, format, and medium appropriate to audience/culture/generation, purpose and context; accuracy; use of appropriate technical/industry language; to resolve conflicts; address intergenerational differences/challenges; persuade others).

GD2-3.7.2 Use documentation (for example: itineraries and schedules) to plan and meet client needs.

GD2-3.7.3 Use appropriate technologies and social media to enhance or clarify communication.

GD2-3.7.4 Use a variety of interpersonal skills, including tone of voice and appropriate physical gestures (for example: eye contact, facing the speaker, active listening) during conversations and discussions to build positive rapport with others.

GD2-3.7.5 Pose and respond to questions, building upon others' ideas in order to enhance the discussion; clarify, verify, or challenge ideas and conclusions with diplomacy.

PROFESSIONAL SKILLS: INITIATIVE AND SELF-DIRECTION

GD2-3.8.1 Apply the skills and mindset of self-direction/self-regulation to accomplish a project.

GD2-3.8.2 Select and use appropriate technologies to increase productivity.

GD2-3.8.3 Exercise initiative and leadership (for example: recognize and engage individual strengths, plan for unanticipated changes, pursue solutions/improvements).

PROFESSIONAL SKILLS: CRITICAL THINKING AND INNOVATION

GD2-3.9.1 Identify problems and use strategies and resources to innovate and/or devise plausible solutions.

GD2-3.9.2 Take action or make decisions supported by evidence and reasoning.

GD2-3.9.3 Transfer knowledge/skills from one situation/context to another.

PROFESSIONAL SKILLS: COLLABORATION

GD2-3.10.1 Take responsibility for any role on a team and accurately describe and perform the duties of each role, including leadership.

GD2-3.10.2 Integrate diverse ideas, opinions, and perspectives of the team and negotiate to reach workable solutions.

GD2-3.10.3 Prioritize and monitor individual and team progress toward goals, making sufficient corrections and adjustments when needed.

GD2-3.10.4 Submit high-quality products that meet the specifications for the assigned task.