

# MEDIA ARTS: GRAPHIC DESIGN 1 PROFICIENT

## ACADEMIC STANDARDS



**CATALINA FOOTHILLS SCHOOL DISTRICT**

Approved by Governing Board on June 27, 2017



## STANDARDS FOR MEDIA ARTS

### GRAPHIC DESIGN 1

Graphic Design 1 is designed to introduce students to the fundamentals of graphic design. Students will use a variety of materials, on and off the computer, to produce work that communicates an idea to a specific audience. Students learn the practical application of the basics of Adobe Photoshop CC and Adobe Illustrator CC. Adobe CC is one of the most powerful programs used by professional graphic designers. Students will produce documents that include creating original layouts, logos, brochures as well as promotional materials and digital art. This exploration class includes opportunities for communication, creativity and innovation, critical thinking and problem solving.

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#### ROLE OF GRAPHIC DESIGN IN THE MEDIA INDUSTRY

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GD1.1.1 Research the role of graphic design in the media industry and its impact on society and the economy.

- history and evolution of media
- factors that contribute to successful media businesses
- impact of social media (for example: Facebook, YouTube, Twitter, Snapchat, Instagram)

GD1.1.2 Explain the preparation path (skills, knowledge, training) and job duties for occupations in the graphic design industry (for example: art director, production artist, typographer, graphic designer).

GD1.1.3 Create effective job search documents (required: resume, cover letter, job application, online documents) appropriate to job and place in career.

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#### LEGAL AND ETHICAL PRACTICES

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GD1.2.1 Describe current legal issues in the media industry (for example: using graphics, images, logos without permission).

GD1.2.2 Apply required laws and regulations associated with the workplace (employment laws, laws and regulations unique to the industry).

GD1.2.3 Explain plagiarism and its effects on business (for example: loss of credibility).

GD1.2.4 Describe the rights and implications of copyright law related to digital media products (including model releases and image rights).

- establishing a copyright
- establishing a trade name and trademark
- relationship between copyright and fair use

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#### INDUSTRY SAFETY PROCEDURES

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GD1.3.1 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).

GD1.3.2 Safely operate and perform care and maintenance of equipment and related accessories.

GD1.3.3 Apply compliancy procedures for OSHA (occupational safety and health administration), HAZCOM (Hazard Communication Standard), warning labels and MSDS (material safety data sheets) safety regulations.

GD1.3.4 Explain methods of protecting a computer against computer threats (e.g., virus, phishing).

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## **CREATING (Conceive – Develop)**

### **Conceiving and developing new artistic ideas and work**

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MA.Cr1.1.GD1 Use identified multiple approaches to formulate ideas, develop artistic goals, and problem solve in graphic design creation processes.

- conduct formal and informal research to collect information and determine current design trends
- present a workflow outline for a project from start to finish

MA.Cr1.2.GD1 Develop multiple design ideas to determine the best solution for a product.

- identify target audience
- identify purpose of finished product

MA.Cr2.1.GD1 Use aesthetic criteria to research, plan, and create artistic work that considers original inspirations, goals, and presentation context.

- determine media (digital or traditional methods) and method of presentation
- choose design or parts of a design that best meet the criteria

MA.Cr2.2.GD1 Implement the creative process by analyzing and incorporating visual design elements and principles in designs to increase visual literacy.

- basic principles of graphic design: balance, emphasis, movement, unity, contrast, alignment, hierarchy
- basic elements of graphic design: line, shape, pattern, space, form, texture, and color
- importance of color selection in connection with target audience (for example: color wheel, color schemes, psychology of color)
- additive and subtractive colors, hue, tint, value, and shade)
- color gamuts (RGB, CMYK, Spot Color, grayscale and hex color) and relation to web and printing industries

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## **CREATING (Construct)**

### **Conceiving and developing new artistic ideas and work**

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MA.Cr3.1.GD1 Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts productions (graphic designs), demonstrating understanding of associated design principles.

- applying knowledge of design principles and elements (for example: elements - line, shape/form, space, value, texture, color; principles - emphasis, balance, unity, contrast, movement/rhythm, pattern/repetition), typography, and color relationships to projects
- creating vector illustrations using layers, shape, line, and typography

MA.Cr3.2.GD1 Differentiate the type and use of graphic design programs (Adobe Photoshop, Illustrator).

- appropriate format for a given situation and end usage requirements
- appropriate resolutions for data capture
- file size and type such as .tiff, .jpeg, .psd, gif, and pdf

MA.Cr3.3.GD1 Refine and modify graphic design artworks, honing aesthetic quality and intentionally accentuating stylistic elements, to reflect an understanding of project goals and target audience.

- modifying design according to feedback received from peers or teacher
- enhancing and editing raster images (layers, transparencies, masking, selection tools)

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## **PRODUCING (Integrate – Practice)**

### **Realizing and presenting artistic ideas and work**

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MA.Pr1.1.GD1 Integrate various arts, media art forms, and content into unified graphic design productions, considering the reaction and interaction of the target audience.

MA.Pr2.1.GD1 Demonstrate progression in artistic, design, technical, and soft skills (for example: collaboration, planning, communication), as a result of selecting and fulfilling specified roles in the production of graphic design artworks (required: use digital software to produce and enhance digital expressions; for example: Adobe Photoshop, Illustrator).

MA.Pr2.2.GD1 Demonstrate adaptation and innovation through the combination of tools, techniques, and content to achieve specific expressive goals in the production of a variety of graphic design artworks.

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## **PRODUCING (Present)**

### **Realizing and presenting artistic ideas and work**

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MA.Pr3.1.GD1 Design the presentation and distribution of collections of media artworks, considering combinations of artworks, formats, and audiences, and publish a product.

- create and produce single and multi-color projects
- create single and multi-page products using industry standard layout software and/or online according to specifications
- create websites (digital portfolios), portfolios, and participate in art show
- utilize feedback to improve presentation methods (required: websites, portfolios, art show)

MA.Pr3.2.GD1 Present a solution to a project demonstrating an understanding of the relationship between color content, typography images, and layout.

MA.Pr3.3.GD1 Evaluate and implement improvements in presenting graphic design artworks, considering personal and local impacts.

- 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

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## **RESPONDING (Perceive – Interpret – Evaluate)**

### **Understanding and evaluating how the arts convey meaning**

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MA.Re1.1.GD1 Analyze the qualities of and relationships between the components (for example: elements, principles), style, and preferences communicated by graphic designs and artists.

MA.Re1.2.GD1 Analyze how a variety of graphic designs manage audience experience and create intention through multimodal perception (integration of multiple sensory systems).

MA.Re2.1.GD1 Analyze the intent, meanings, and reception of a variety of graphic designs, focusing on personal and cultural contexts.

MA.Re3.1.GD1 Evaluate graphic design works and production processes at decisive stages, using identified criteria, and considering context and artistic goals.

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## **CONNECTING (Synthesize – Relate)**

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

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MA.Cn1.1.GD1 Access, evaluate, and integrate personal and external resources (for example: experiences, interests, and cultural experiences) to inform the creation of original graphic designs.

MA.Cn1.2.GD1 Explain and demonstrate the use of graphic designs to expand meaning and knowledge, and create cultural experiences (such as learning and sharing through online environments).

MA.Cn1.2.GD1 Demonstrate and explain how graphic design artworks and ideas relate to various contexts, purposes, values, and cultures (such as social trends, power, equality, and personal/cultural identity).

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## **TECHNOLOGY APPLICATIONS AND TOOLS**

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GD1.4.1 Use computer applications to manage media.

- describe the kinds of industry standard software (Photoshop, Illustrator, InDesign) and what they should be used for (required: photo manipulation, drawing, and page layout)
- use appropriate electronic publishing software and output devices
- apply computer file management techniques`
- archive and manage data for media applications (for example: flash drive, external drive, server)
- access and manipulate information electronically (internet, intranet, hardware, software, input, output, flash drive)
- use the internet for file transfer (for example: Dropbox, Cloud, server)
- select the format for digital delivery

GD1.4.2 Apply essential commands and knowledge of computer operating systems.

GD1.4.3 Apply knowledge of data capture and manipulation.

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

GD1.4.4 Identify basic typography categories (required: serif, sans serif, script, display), their basic structure, and when to use them.

GD1.4.4 Describe the differences between vector and raster images.

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## **PROFESSIONALISM (WORKPLACE EMPLOYABILITY)**

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GD1.5.1 Demonstrate professionalism in the workplace (being on time, proper dress, courteousness).

GD1.5.2 Represent the school [or organization] in a positive manner, demonstrating the school's [or organization's] mission and core values.

GD1.5.3 Demonstrate respect for personal and professional boundaries (distinguish between personal and work-related matters).

GD1.5.4 Interact respectfully with others; act with integrity.

GD1.5.5 Produce high quality work that reflect professional pride and contributes to organizational success.

GD1.5.6 Take initiative to develop skills and improve work performance.

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## **COMMUNICATION (WORKPLACE EMPLOYABILITY)**

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GD1.6.1 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).

GD1.6.2 Use documentation (for example: itineraries and schedules) to plan and meet client needs.

GD1.6.3 Use appropriate technologies and social media to enhance or clarify communication.

GD1.6.4 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.

GD1.6.4 Pose and respond to questions, building upon others' ideas in order to enhance the discussion; clarify, verify, or challenge ideas and conclusions with diplomacy.

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## **SELF-REGULATION (WORKPLACE EMPLOYABILITY)**

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GD1.7.1 Apply the skills and mindset of self-regulation to accomplish a project.

GD1.7.2 Select and use appropriate technologies to increase productivity.

GD1.7.3 Exercise initiative and leadership (for example: recognize and engage individual strengths, plan for unanticipated changes, pursue solutions/improvements).

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## **CRITICAL THINKING AND PROBLEM SOLVING (WORKPLACE EMPLOYABILITY)**

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GD1.8.1 Identify problems and use strategies and resources to innovate and/or devise plausible solutions.

GD1.8.2 Take action or make decisions supported by evidence and reasoning.

GD1.8.3 Transfer knowledge/skills from one situation/context to another.

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## **COLLABORATION (WORKPLACE EMPLOYABILITY)**

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GD1.9.1 Take responsibility for any role on a team and accurately describe and perform the duties of each role, including leadership.

GD1.9.2 Integrate diverse ideas, opinions, and perspectives of the team and negotiate to reach workable solutions.

GD1.9.3 Prioritize and monitor individual and team progress toward goals, making sufficient corrections and adjustments when needed.

GD1.9.4 Submit high-quality products that meet the specifications for the assigned task.

