Instructional Framework

Graphic and Web Design
10.0200.30

Domain 1: Creative Process Instructional Time 55-65%	
STANDARD 7.0 ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN	
7.1 Determine the difference between art and design	• Differentiate between art and design • Purpose of art and design
7.2 Identify the basic principles of Graphic Design (balance, emphasis, movement, unity, contrast, and simplicity)	• Basic principles
7.3 Identify the basic elements of Graphic Design (line, shape, pattern, space, size, form, and color)	• Basic elements
7.4 Identify basic typography categories (serif, sans serif, script, display), their basic structure, and how and when to use them	• Basic typography categories • Structure • Appropriate usage - when and how

7.5 Describe additive and subtractive colors, hue, tint, value, and shade	• Color wheel - color, hue, tint, value, and shade
	• Explain the difference between:
	  ○ CMYK and RGB
	  ○ Additive vs. subtractive
	• Color schemes
	  ○ Monochromatic
	  ○ Analogous
	  ○ Complimentary

7.6 Describe the importance of color selection in connection with target audience, including the color wheel, color schemes, and the psychology of color	• Understanding color theory • Choosing appropriate colors for target audiences
7.7 Differentiate between the color gamut (RGB, CMYK, Spot Color, grayscale and hex color, and explain how they relate to the web and printing industries)	• Interpreting the usage and purposes between each gamut

7.8 Demonstrate an understanding of the differences between vector and raster images	• Differentiating between vector and raster
	  ○ Pixels vs. anchor points
	  ○ Scaling vs. pixilation
	  ○ Applications for each

7.9 Use the creative process, including research, and brainstorming	● Steps to the creative process ○ Research ○ Brainstorm ■ Thumbnail sketch ○ Create ○ Revise ○ Present
7.10 Present a workflow outline for a project from start to finish	● Present a workflow outlines
7.11 Work in a team to plan a larger project	● Define roles ● Develop goals for the group and each role
7.12 Identify the target audience for a project	● Identify the target audience
7.13 Differentiate the type, use, and care of digital cameras and accessories, including basic lighting equipment	● Camera types: ○ DSLR ○ Point and shoot ● Accessories ○ Tripod ○ Memory cards ● Lighting ○ Flash ○ Natural light
7.14 Understand file size and ppi formats (i.e., BMP, TIFF, JPEG, RAW) and the selection of the appropriate camera format for a given situation and end usage requirements	● Understanding resolution and how it affects image size ● Advantages and disadvantages of each file type
7.15 Plan and prepare an outdoor and an indoor photo shoot according to a client's needs, including setting up the necessary equipment	● Equipment needs comparing outdoor and indoor photo shoots
7.16 Understand and compare the different common printing processes (offset, digital, web, screen printing, flexography, gravure and thermography, their market segments and the advantages/disadvantages of each)	● Compare common printing processes
7.17 Explore paper options for a job, including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch	● Paper sizes (letter, legal, tabloid) and weights

7.18 Understand usability and design criteria for use on web and mobile devices, including navigation, sizing, and format	● Size and format differences for different devices
STANDARD 8.0 IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN GRAPHIC/WEB DESIGN	
8.1 Define the kinds of industry standard software and what they should be used for: photo manipulation, drawing, and page layout	● Choose the correct software for a particular task.
8.2 Use the creative process, including developing multiple design ideas to determine the best solution for a product	● Steps to the creative process: ○ Research ○ Brainstorm ■ Rough ○ Create ■ Mock-up ○ Revise ○ Present
8.3 Apply knowledge of design principles, elements, typography, and color relationships to projects	● Use design principles, elements, typography, and color relationships appropriately
8.4 Produce single and multi-color projects	● Single and multi-color projects
8.5 Create vector illustrations using layers, shape, line, and typography	● Utilize the appropriate drawing tools to create a vector illustration ○ Use industry standard software
8.6 Enhance and edit raster images using layers, transparencies, masking, selection tools, editing tools, color correction, filters, and special effects of industry standard photo manipulation software	● Utilize the appropriate editing tools to enhance and edit a raster image ○ Use industry standard software
8.7 Create single and multi-page products using industry standard layout software and/or online, according to specifications	● Utilize the appropriate layout tools to create single multi-page products ○ Use industry standard software

8.8 Demonstrate type specifics, alignment, and appropriate use of margins, columns, grids, bleeds, and styles	● Utilize the appropriate page formatting tools to alter page layouts ○ Use industry standard software ● Utilize the appropriate text tools to format type ○ Use industry standard software
8.9 Execute an outdoor and an indoor photo shoot according to a client's needs, including setting up the necessary equipment	● Assemble equipment for outdoor and indoor photo shoots
8.10 Work in a team to produce a larger project	● Use defined roles ● Work towards goals established by the group and each position
8.11 Post content to an active website	● Post content to an active website
STANDARD 9.0 PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN GRAPHIC/WEB DESIGN	
9.1 Use the creative process, including editing/revising a product to meet a client's needs	● Steps to the creative process ○ Research ○ Brainstorm ○ Create ○ Revise ■ Edits based on client feedback ○ Present
9.2 Compare color reproduction on the monitor and a printed substrate	● Digital (backlit) vs. print substrate
9.3 Evaluate a product for target audience and end use	● Utilize focus groups to evaluate product effectiveness
9.4 Work in a team to edit/revise a larger project	● Use defined roles ● Work towards revision goals as determined from client feedback and delegate tasks to each position

STANDARD 10.0 DELIVER/DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN GRAPHIC/WEB DESIGN	

10.1 Use the creative process, including publishing a product	• Steps to the creative process
	  ○ Research
	  ○ Brainstorm
	  ○ Create
	  ○ Revise
	  ○ Present
	  ■ Deliver to client

10.2 Understand various file formats and list the advantages/disadvantages of each	• File formats and appropriate usage of each when delivering products to clients/printers
10.3 Define preflighting and its purpose	• Define preflighting and its purpose
10.4 Package a file for printing	• Package a file for printing
10.5 Explore binding and finishing options, to include imposition	• Appropriate uses of different binding and finishing options and how it relates to end usage
10.6 Optimize and post a finished product to an active website	• Apply appropriate file type and resolution for publishing to an active website
STANDARD 11.0 MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN GRAPHIC/WEB DESIGN	
11.1 Critique a project throughout every phase of production for accuracy, end-usage, and audience	• Review and evaluate during each phase of production for quality assurance
11.2 Review a project workflow after completion and determine areas of improvement	• Review and evaluate defined roles • Reflect on project goals as determined by team and evaluate overall effectiveness

Domain 2: Technology Skills

Instructional Time 15-25%

STANDARD 5.0 UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA	
5.1 Use appropriate electronic publishing software and output devices	• Use available electronic publishing software and their coordinating output devices

5.2 Apply essential commands and knowledge of computer operating systems	• Efficiently navigate computer operating system
	  ○ Task bar/Docks
	  ○ Keyboard commands
	  ○ Menu bars

5.3 Apply computer file management techniques	• Organizing files
	  ○ Folders and subfolders
	  ○ File naming
	  ○ File formatting
	  ○ File placement - hardware, networks, cloud

5.4 Use the Internet for file transfer	• Use the Internet for file transfer
5.5 Select the format for digital delivery	• Appropriate formats for different forms of digital delivery
5.6 Use and care for equipment and related accessories	• Appropriate use and care of equipment and available accessories
5.7 Describe the functionality of the internet, intranet, and extranet in the media environment	• Define internet, intranet, and extranet

5.8 Explain methods of protecting a computer against computer threats	• Using methods for protection
	  ○ Anti-virus software
	  ○ Password protection
	• Recognize potential threats:
	  ○ Phishing
	  ○ Malware
	  ○ Ransomware

STANDARD 6.0 APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION	
6.1 Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards)	• Use Bridge, Finder, or Windows Explorer to transfer your media
6.2 Select appropriate resolutions for data capture	• Select appropriate resolutions for data capture based on end product
6.3 Capture and transfer still image, audio, and moving image content	• Capture, import and transfer images

6.4 Archive and manage data for media applications	• Organizing files
	  ○ Folders and subfolders
	  ○ File naming
	  ○ File formatting
	  ○ File placement - hardware, networks, cloud

Domain 3: Communication Skills

Instructional Time 10-15%

STANDARD 3.0 DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	
3.1 Use industry terminology appropriately in the work environment	• Use appropriate industry terminology for graphic design
3.2 Use effective communication techniques to obtain accurate information from sources, audiences, and clients	• Fact checking • Proofreading • Utilize resources • Target audience • Interview clients • Collaboration
3.3 Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations	• Social Norms (ex. cultural differences, eye contact, pronouns)

3.4 Practice active listening skills appropriate to the medium/media	• Body posture open to listening • Repeat understanding of statements (summarize) • Eye contact • Limit distractions • Ask questions
STANDARD 4.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	
4.1 Use professional etiquette for web-, email-, and social-media-based communications	• Spell and grammar check • Appropriate language usage (avoid slang) • Appropriate greetings and salutations
4.2 Conduct formal and informal research to collect information	• Fact checking • Analyzing the source • Focus groups • Image search references
4.3 Verify the accuracy of information	• Fact check
4.4 Verify the authority of sources	• Fact check
4.5 Identify the purpose, content, and audience for communications	• Target audience
4.6 Select the appropriate medium/media for distribution of communications	• Web vs. print communication • Social Media

4.7 Format communications for the purpose, audience, and medium/media	• Understand different media communication formats
	  ○ E-mail
	  ○ Memo
	  ○ Social media (post, tweet, etc.)

4.8 Use editing skills when reviewing communications	• Proofreading • Peer review

4.9 Use proofing skills and check the spelling when reviewing communications	● Proofreading ● Peer review
STANDARD 12.0 PRESENT PRODUCT(S) TO SELECTED AUDIENCES) USING MEDIA IN GRAPHIC/WEB DESIGN	
12.1 Discuss the importance of "dress for success"	● Impact of professional dress
12.2 Demonstrate proper etiquette for introductions	● Handshakes ● Eye contact ● Body posture ● Appropriate greetings and salutations ● How to introduce yourself ● Repeat their name back

12.3 Identify and discuss different kinds of portfolios, and the organization of elements included	● Web vs. print
	● Components
	  ○ Designer statement
	  ○ Contact information
	  ○ Examples of work (professional vs. student)
	  ○ Examples of design process
	● Organization
	  ○ Chronological
	  ○ Categorical

12.4 Utilize presentation skills to present a solution to a project, demonstrating an understanding of the relationship between content, color, typography, images, and layout	• Use appropriate industry terminology for graphic design • Speak clearly • Body posture appropriate for presenting • Eye contact • Limit distractions • Practice social norms appropriate for audience • Rehearse presentation

Domain 4: Practice & Ethics

Instructional Time 5-10%

STANDARD 1.0 ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY	
1.1 Research the role of the media industry and its impact on society and the economy	• Inform • Educate or Entertain • Influence
1.2 Investigate the history and evolution of media and emerging technology	• Spoken word, handwritten, printed, radio, television, digital, etc.
1.3 Identify factors that contribute to the success of media businesses and freelance/contract providers	• Revenue • Freelance vs. Contracted • Online reviews • Social Media • Web Analytics (ex. Hits/Clicks)
1.4 Examine the impact of social media on the media industry	• Pros and cons of social media

1.5 Identify key factors to be considered in launching a media business	• Budget • Branding • Business Plan • Technology considerations
1.6 Examine how the relationship among marketing, sales, and production affects profitability	• Promotion, production, and distribution • Advertising • Collaboration
1.7 Describe how production processes and cycles affect media businesses	• Timeliness/workflow of production phases (pre, production, post) • Speed vs. quality
1.8 Determine costing projections for various media objectives and/or functions	• Cost projections • Budget • Timeline/deadlines
1.9 Describe how diversity (cultural, ethnic, multi-generational) and ethics affect the selection of projects and programs	• Target audiences demographics • Code of ethics
1.10 Describe how ethics, hype, and content influence media products	• Code of Ethics • Content influencers create hype • Online reviews • Social Media • Web Analytics (ex. Hits/Clicks)
1.11 Identify industry safety standards	• OSHA
1.12 Describe multiple distribution platforms that are in compliance with the American Disability Act	• Americans with Disabilities Act checklist for website accessibility (ex. Alt tags)

STANDARD 2.0 INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT	
2.1 Identify current legal issues in media professions	• Copyright/Registered trademark infringement • Freedom of Information Act • Libel vs. slander
2.2 Explain plagiarism and its effects in business	• Negatively affects credibility
2.3 Define the establishment of a copyright	• Duration, beginning and expiration of Copyright
2.4 Discuss rights and implications of copyright law	• Copyright • Legal consequences • Obtaining permission
2.5 Examine intellectual property law and its ramifications	• Intellectual Property
2.6 Explain the establishment of a trade name and trademark	• Trade name • Trademark/Servicemark • Registered Trademark
2.7 Explain fair use in relation to legal and regulatory considerations	• Fair use vs. royalty free • Copyright