



Graphic Design II

Career Cluster	Arts, A/V Technology, Communications
Course Code	11154
Prerequisite(s)	Recommended: Introduction To Arts/AV Technology & Communications 11000, Graphic Design I 10202
Credit	.5/unit
Graduation Requirement	
Program of Study and Sequence	Introduction to Art/AV Technology & Communications – Level I Pathway Course – Level II Pathway Course – Graphic Design II – Level IV Pathway Course
Student Organization	SkillsUSA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours,
Industry Certifications	Student can work toward Adobe Certified Associate(ACA) Certification in Adobe Products (http://www.adobe.com/education/certification-programs.html)
Dual Credit or Dual Enrollment	
Teacher Certification	K-12 Technology
Resources	Suggested Software: Photoshop, Illustrator, In-Design, Pixlar, etc.

Course Description:

Graphic Design II explores legal and ethical issues, career opportunities, graphic design methods, design elements, design principles, page layout, typography, color theory, creating media, and forms of published media.

Program of Study Application:

Graphic Design II is a Level III pathway course in the Arts, A/V Technology and Communications career cluster appropriate for three pathways: Printing Tech/Journalism & Broadcasting, Telecommunications/A-V Technology and Film, and Visual Arts. Completion of Graphic Design II will prepare a student for a Level IV course or capstone experience.

Course Standards

GD 2-1 Develop an Awareness of Career Opportunities and Professionalism in Graphic Design

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	GD2 1.1 Identify personal interests and abilities related to graphic design careers. Examples: <ul style="list-style-type: none"> • identify personal creative talents • identify technical/graphic design talents 	Portfolio, SD MyLife
Two Skill/Concept	GD2 1.2 Investigate career opportunities, trends, and requirements related to graphic design careers Examples: <ul style="list-style-type: none"> • Research job opportunities • Investigate trends associated with graphic design • Discuss related career pathways 	
Three Strategic Thinking	GD2 1.3 Demonstrate job skills for graphic design Industries. <ul style="list-style-type: none"> • Attendance and punctuality • Positive attitude • Positive work ethic • Use of proper Social Skills • Display ability to work as part of a team and take direction from others 	
Three Strategic Thinking	GD2 1.4 Explore legal and ethical issues related to graphic design Examples: <ul style="list-style-type: none"> • Complete a web quest on legal issues related to digital animation • Research instruction and forms for registration of an graphic design product with Copyright Office • Obtain formal permission for use of an art form, design, or photograph in an graphic design Publication 	

Notes

GD 2-2 Apply design fundamentals

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Four Extended Thinking	GD2 2.1 Execute color theory Examples: <ul style="list-style-type: none">• Translate the colors on a color wheel• Construct Artwork – Using Pastels in analogous colors• Define the terms used in color theory	
Four Extended Thinking	GD2 2.2 Implement the principles of design Examples: <ul style="list-style-type: none">• Draw a still using graphite pencils illustrating organic shapes• Identify the negative space in various works of art• Select textures for a study in fashion or interior design• Paint a watercolor that illustrates movement• Draw linear perspective illustrations to depict proportion• Construct a Power-Point that Illustrates or describes the principles	

Notes

GD 2-3 Apply techniques used in creating print media

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Three Strategic Thinking	GD2 3.1 Evaluate various printing methods Examples: <ul style="list-style-type: none"> • Write a paper on selected printing processes • Print color separations for a poster • Create Sublimation transfer for products 	
Three Strategic Thinking	GD2 3.2 Demonstrate typography techniques Examples: <ul style="list-style-type: none"> • Identify various fonts to fit design types • List rules for type in design layout • Create a design just using type 	
Four Extended Thinking	GD2 3.3 Apply page layout techniques Examples: <ul style="list-style-type: none"> • Identify design based on client requirements • Create a thumbnail sketch for advertising layout • Design a PSA Poster for local 	

Notes:

GD 2-4 Design Graphic Media Project

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Three Strategic Thinking	GD2 4.1 Utilize design process Examples: <ul style="list-style-type: none">• Classify target audiences for various businesses• Construct questions for a client interview• Sketch design illustrating customer requirements	
Three Strategic Thinking	GD2 4.2 Implement use of tools used to create graphic media Example <ul style="list-style-type: none">• Tour a newspaper shop to see negatives being printed• Create a brochure using publishing software• Etch a rubber plate to use in ink transfer design	

Notes:

GD 2-5 Create graphic Media Product

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Three Strategic Thinking	GD2 5.1 Evaluate types of materials for various graphic design products Examples: <ul style="list-style-type: none">• Calculate size of printed materials to print billboard• Research online photo lab and identify finishes and materials in which photos can be printed• Identify and describe the differences among watercolor, oil and acrylic	
Three Strategic Thinking	GD2 5.2 Publish printed or digital media Example <ul style="list-style-type: none">• Devise a chart of types of printers used for various jobs• Tour a newspaper to view plates used for negatives• Paint on canvas or print vinyl sign	

Notes: