

# Graphic Design

## ACADEMIC SKILLS

### AA SPEAKING AND LISTENING

AA1 Utilize effective verbal and non-verbal communication skills

AA2 Participate in conversation, discussion and group presentations

AA3 Communicate and follow directions/procedures

AA4 Utilize speaking and listening skills to communicate effectively with customers and co-workers

### AB READING AND WRITING

AB1 Locate and interpret written information

AB2 Read and interpret workplace documents, e.g., reports, manuals, schematics, flowcharts, tables, graphs

AB3 Identify relevant details, facts and specifications

AB4 Record information accurately and completely

AB5 Demonstrate competence in organizing, writing and editing using correct vocabulary, spelling, grammar and punctuation

AB6 Demonstrate the ability to write clearly and concisely using industry-specific terminology

### AC CRITICAL THINKING AND PROBLEM SOLVING

AC1 Utilize critical-thinking skills to determine best options/outcomes, e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning

AC2 Utilize innovation and problem-solving skills to arrive at the best solution for the current situation

AC3 Implement effective decision-making skills

### AD MATHEMATICS

AD1 Perform basic and higher-level math operations, e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios, numbering systems

AD2 Solve problems using measurement skills, e.g., distance, weight, area, volume

AD3 Make reasonable estimates

AD4 Use tables, graphs, diagrams and charts to obtain or convey information

AD5 Use reasoning and problem-solving skills in mathematics

## **AE FINANCIAL LITERACY**

AE1 Locate, evaluate and apply personal financial information

AE2 Identify the components of a budget and how one is created

AE3 Set personal financial goals and develop a plan for achieving them

AE4 Describe types of financial service providers and considerations in selecting a provider

AE5 Demonstrate ability to meet financial obligations

## **AF INTERNET USE AND SECURITY**

AF1 Recognize the potential risks associated with internet and social media use

AF2 Identify and apply internet security practices, e.g., password security, login, logout, log off, lock computer

AF3 Practice safe, legal and responsible use of technology in the workplace

## **AG INFORMATION TECHNOLOGY**

AG1 Use technology appropriately to enhance professional presentations

AG2 Demonstrate effective, appropriate and ethical use of social media

AG3 Identify ways social media can be used as marketing, advertising and data gathering tools

## **AH TELECOMMUNICATIONS**

AH1 Select and utilize the appropriate environment, devices, services and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using telecommunications, e.g., cell phone, e-mail, messaging services, online meetings, conference calls

# EMPLOYABILITY SKILLS

## EA POSITIVE WORK ETHIC

EA1 Explain the importance of pride and confidence about work and learning new tasks

EA2 Demonstrate consistent and punctual attendance

EA3 Demonstrate initiative in assuming tasks

EA4 Exhibit dependability in the workplace

EA5 Take and provide direction in the workplace

EA6 Accept responsibility for personal decisions and actions

## EB INTEGRITY

EB1 Abide by workplace policies and procedures, e.g., safety, internet and cell phone use, code of conduct

EB2 Demonstrate honesty and reliability

EB3 Demonstrate ethical characteristics and behaviors

EB4 Maintain confidentiality and integrity of company information

EB5 Support the mission and vision of the company

## EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace

EC2 Use language and manners suitable for the workplace

EC3 Demonstrate polite and respectful behavior toward others

## ED TIME, TASK AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule

ED2 Complete work tasks successfully with minimal supervision

ED3 Work successfully within budgetary constraints

ED4 Demonstrate ability to stay on task to produce high-quality deliverables on time

## **EE DIVERSITY AWARENESS**

EE1 Define and differentiate diversity, equity, inclusion, discrimination and harassment

EE2 Work effectively with all customers and co-workers

EE3 Explain the benefits of diversity within the workplace

EE4 Explain the importance of respect for the feelings, values and beliefs of others

EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase the overall quality of work

EE6 Illustrate techniques for eliminating bias and stereotyping in the workplace

EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers

EE8 Recognize the challenges and advantages of a global workforce

## **EF TEAMWORK**

EF1 Recognize the characteristics of a team environment and conventional workplace

EF2 Demonstrate effective team skills, e.g., setting goals, listening, following directions, questioning, dividing work, conflict resolution, meeting facilitation, and evaluate their importance in the workplace

## **EG CREATIVITY AND RESOURCEFULNESS**

EG1 Explain the importance of contributing and conveying new ideas in the workplace

EG2 Describe the importance of posing questions when developing ideas

EG3 Explain the value of varying ideas and opinions

EG4 Locate and verify information during the creative process

## **EH CONFLICT RESOLUTION**

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships

EH2 Implement conflict resolution strategies and problem-solving skills

EH3 Explain the use of documentation and its role as a component of conflict resolution

## **EI CUSTOMER/CLIENT SERVICE**

EI1 Recognize the importance of and demonstrate how to properly greet/approach customers and clients

EI2 Identify and address needs of customers/clients

EI3 Provide helpful, courteous and knowledgeable service

EI4 Identify appropriate channels of communication with customers/clients, e.g., online, phone call, face-to-face

EI5 Identify techniques to seek and use customer/client feedback to improve company services

EI6 Explain the relationship between customer/client satisfaction and company success

## **EJ ORGANIZATIONS, SYSTEMS AND CLIMATES**

EJ1 Define profit and identify factors affecting the profitability of a business

EJ2 Identify "big picture" issues in conducting business, e.g., forecasting, global market, risk management

EJ3 Identify roles in fulfilling the mission of the workplace

EJ4 Identify the rights of workers, e.g., adult and child labor laws, and other equal employment opportunity laws

EJ5 Recognize the chain of command, organizational flow chart system and hierarchy of management within an organization

## **EK JOB ACQUISITION AND ADVANCEMENT**

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various work experience opportunities, e.g., volunteerism, internships, co-op, part-time/full-time employment

EK4 Prepare a resume, cover letter and job application

EK5 Prepare for and participate in a job interview, e.g., research company, highlight personal strengths, prepare questions, conduct a mock interview, dress appropriately

EK6 Explain the components of a successful job interview

EK7 Identify key factors to evaluate employment offers, e.g., salary, benefits packages

EK8 Explain the proper procedure for leaving a job

## **EL LIFELONG LEARNING**

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Identify various self-improvement opportunities

EL4 Explain the importance of adaptability in career planning and self-management, e.g., diverse portfolio, credentials, professional development

EL5 Employ leadership skills to achieve workplace objectives, e.g., personal vision, adaptability, change, shared vision

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

## **EM JOB SPECIFIC TECHNOLOGIES**

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for lifelong learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

## **EN HEALTH AND SAFETY**

EN1 Identify and assume responsibility for the safety of self and others

EN2 Follow safety guidelines in the workplace, e.g., OSHA, CDC

EN3 Explain the impact of personal health and wellness on job performance

# OCCUPATIONAL SKILLS

## OA LAWS AND ETHICS

OA1 Demonstrate understanding of human, cultural and societal issues related to technology and practice legal and ethical behavior

OA2 Advocate and practice safe, legal and responsible use of information and technology

OA3 Exhibit a positive attitude toward using technology that supports collaboration, learning and productivity

OA4 Demonstrate personal responsibility for lifelong learning

OA5 Exhibit leadership for digital citizenship

OA6 Research laws governing copyright, intellectual property, e.g., font usage, photography, illustration, audio and video rights and software licensing

OA7 Research laws governing brand issues, trademarks and other proprietary rights

OA8 Discuss consequences of violating copyright, privacy and data security laws

OA9 Define and debate fair use including authorships, social media, rights of use for work and likeness and credit lines

OA10 Model fair use in production of graphic works

OA11 Research and discuss censorship as it applies to the graphic design industry

OA12 Research the purpose of non-disclosure agreements (NDA)

OA13 Incorporate cultural sensitivity and diversity awareness into the design process

OA14 Debate legal versus ethical behaviors

OA15 Incorporate ethical behaviors in graphic projects

## OB HISTORY OF MEDIA

OB1 Identify the major movements, styles, techniques and artists in the development and evolution of modern media

OB2 Identify the historical steps of technical development in the evolution of the media arts

OB3 Recognize and identify the development of media arts aesthetics

OB4 Recognize the historical and cultural impact and purposes of media on society

OB5 Perceive and analyze the artistic works of recognized media artists

OB6 Recognize the intent and meaning of historically acclaimed works

OB7 Apply criteria to evaluate artistic works

OB8 Research technologies that advanced graphic design

OB9 Describe past, present and future styles in the graphic design field

## OC DIGITAL COMMUNICATION

OC1 Demonstrate usage of digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others

OC2 Interact, collaborate and publish with peers, experts or others employing a variety of digital environments and media

OC3 Contribute to project teams to produce original works or solve problems.

OC4 Exhibit a positive attitude toward using technology that supports collaboration, learning and productivity

OC5 Determine project goals through customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction

OC6 Use communication for a range of purposes, e.g., to inform, instruct, motivate, persuade

OC7 Utilize multiple media and technologies, know how to judge their effectiveness and assess their impact

OC8 Communicate effectively in diverse environments

OC9 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal

OC10 Assume shared responsibility for collaborative work and value the individual contributions made by each team member

OC11 Communicate information and ideas effectively to multiple audiences using a variety of media and formats

OC12 Process data and report results, including the use of analytics

OC13 Communicate with others, e.g., peers and clients, about design plans

OC14 Formulate written and verbal communications using industry-standard terms

## OD AUDIENCE AND MEDIA PURPOSE

OD1 Strategize when identifying the purpose, audience and audience needs for preparing images

OD2 Demonstrate use of strategy when creating works of art and making presentations to convey a point of view



OD3 Utilize media environments, spaces, contexts and situations where media artworks are produced and experienced, e.g., theaters, production studios, online

OD4 Key information into computer equipment to create layouts for client or supervisor

OD5 Develop graphics and layouts for product illustrations, company logos and websites

OD6 Prepare notes and instructions for workers who assemble and prepare final layouts for printing

OD7 Curate and design the presentation and distribution of collections of media artworks through a variety of contexts, e.g., mass audiences, physical channels, virtual channels

OD8 Independently evaluate, compare and integrate improvements in presenting media artworks, considering personal to global impacts, i.e., new understandings that were gained by artist and audience

OD9 Prepare and deliver a visual presentation utilizing appropriate industry terminology

## OE ELEMENTS AND PRINCIPLES OF DESIGN

OE1 Identify the applications of color, line, shape, texture, size and value in samples of graphic work

OE2 Analyze the use of color, line, shape, texture, size and value in samples of graphic work

OE3 Incorporate color, line, shape, texture, size and value in student-generated graphic work

OE4 Demonstrate the elements of design through manual sketching

OE5 Demonstrate the elements of design through digital sketching

OE6 Analyze the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis and unity in samples of graphic works

OE7 Incorporate principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis and unity in student-generated graphic works

OE8 Demonstrate the principles of design through various drawing techniques

OE9 Identify the anatomical components and qualities of type, e.g., x-height, ascenders, descenders, counters

OE10 Apply and adjust formatting to type

OE11 Construct graphic works utilizing and manipulating type

OE12 Apply effective use of negative space, composition, message structure and graphics to graphic works

OE13 Create graphic works utilizing grids

OE14 Create graphic works utilizing templates

OE15 Demonstrate layout skills for print collaterals, e.g., business cards, newspapers, packaging

OE16 Demonstrate layout skills for digital media

OE17 Explain the importance of consistency of design

OE18 Explain the importance of usability

OE19 Explain the importance of core messaging

OE20 Apply measurement tools and ratio analysis to image positioning in graphic works

OE21 Solve aspect ratio proportion measurement in video and animation development

## OF PRODUCTION AND INDUSTRY-STANDARD SOFTWARE

OF1 Generate project ideas through the use of thumbnails, roughs, mock-ups and wireframes

OF2 Create a storyboard for a project

OF3 Analyze differences and appropriate applications of vector-based and bitmap images

OF4 Use a variety of input devices to import photos, images and other content

OF5 Incorporate the use of image manipulation and illustration software into final products

OF6 Apply nondestructive image editing techniques such as layering and masking

OF7 Practice using different selection tools and techniques to manipulate images

OF8 Practice in-camera composition and cropping

OF9 Use appropriate resolution, compression and file formats for various media outputs including web, video and print

OF10 Incorporate appropriate color modes in graphic works including but not limited to RGB and CMYK

OF11 Develop a workflow for a project

OF12 Synthesize information using analytics when collecting communications from various stakeholders

OF13 Describe project management

OF14 Create projects that define core message

OF15 Explain the design process

OF16 Apply the design process to generate graphic works

OF17 Analyze branding and corporate identity, e.g., purpose, constituents

OF18 Create a visual that contains all the richness of the brand

## OG CREATE AND MAINTAIN A PERSONAL PORTFOLIO

OG1 Research and compare the various types of personal portfolios

OG2 Develop graphics portfolios that include traditional and digital works

OG3 Recognize that portfolios are dynamic and require maintenance

OG4 Conduct peer and self-evaluations using rubrics

OG5 Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate criticism