

# Introduction to Graphic Design (2012)

Demonstrate employability skills required by business and industry. [AAVTC-IGD-1](#)

- 1.1** Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. [AAVTC-IGD-1.1](#)

---

- 1.2** Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. [AAVTC-IGD-1.2](#)

---

- 1.3** Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. [AAVTC-IGD-1.3](#)

---

- 1.4** Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. [AAVTC-IGD-1.4](#)

---

- 1.5** Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. [AAVTC-IGD-1.5](#)

---

- 1.6** Present a professional image through appearance, behavior and language. [AAVTC-IGD-1.6](#)

Explore careers available in the field of graphic communications and the design industry. [AAVTC-IGD-2](#)

- 2.1** Identify the certificates, diplomas, and degrees available. [AAVTC-IGD-2.1](#)

---

- 2.2** Compare and contrast careers in graphics and design, along with their education, training requirements, and salary ranges. [AAVTC-IGD-2.2](#)

---

- 2.3** Identify the college majors that are found in the area of graphics design and communication. [AAVTC-IGD-2.3](#)

---

- 2.4** Investigate how graphics and design permeates our daily lives. [AAVTC-IGD-2.4](#)

---

- 2.5** Demonstrate understanding of education and career development as a lifelong learning process. [AAVTC-IGD-2.5](#)

---

- 2.6** List and describe professional organizations in the field of computing. [AAVTC-IGD-2.6](#)

Discuss developments and individuals relating to the history of the

- 3.1** Describe the development of the graphic communication and design industries. [AAVTC-IGD-3.1](#)

graphics and design industry and explore emerging trends and technologies. [AAVTC-IGD-3](#)

- 3.2 Identify persons with major contributions to the field of graphic design.** [AAVTC-IGD-3.2](#)
- 3.3 Outline the history of printing and graphic design and explain its effects on the print/design industry and society.** [AAVTC-IGD-3.3](#)
- 3.4 Identify and describe emerging trends and technologies.** [AAVTC-IGD-3.4](#)

Examine the professional and ethical issues involved in the visual communications and design industries. [AAVTC-IGD-4](#)

- 4.1 Identify basic copyright issues for graphic communications and design industries to include understanding the use of Creative Commons copyright.** [AAVTC-IGD-4.1](#)
- 4.2 Explain the consequences of copyright infringement.** [AAVTC-IGD-4.2](#)
- 4.3 Explain ethics issues for the graphic communications and design industries.** [AAVTC-IGD-4.3](#)

Examine and describe the business cycle elements. [AAVTC-IGD-5](#)

- 5.1 Describe the job flow from initial customer contact to collection of payment.** [AAVTC-IGD-5.1](#)
- 5.2 Interpret basic business terms.** [AAVTC-IGD-5.2](#)

Explain and demonstrate how to operate equipment in a safe manner. [AAVTC-IGD-6](#)

- 6.1 Identify safety features and practices.** [AAVTC-IGD-6.1](#)
- 6.2 Describe proper personal protection equipment needed.** [AAVTC-IGD-6.2](#)
- 6.3 Read and interpret equipment operating instructions.** [AAVTC-IGD-6.3](#)

Identify safety and health procedures utilized in the classroom/lab environment. [AAVTC-IGD-7](#)

- 7.1 Identify location of safety and first aid equipment.** [AAVTC-IGD-7.1](#)
- 7.2 7.2 Identify procedures for emergency situations.** [AAVTC-IGD-7.2](#)
- 7.3 7.3 Identify procedures for handling hazardous and combustible materials (MSDS, OSHA).** [AAVTC-IGD-7.3](#)
- 7.4 Identify proper ergonomic practices.** [AAVTC-IGD-7.4](#)
- 7.5 Describe OSHA, MSDS, and EPA.** [AAVTC-IGD-7.5](#)
- 7.6 Describe Lockout and Tagout.** [AAVTC-IGD-7.6](#)
- 7.7 Explain Right to Know.** [AAVTC-IGD-7.7](#)

Demonstrate proper usage of measuring units and devices. [AAVTC-IGD-8](#)

- 8.1 Examine and construct documents with multiple measurement systems used in the field (including inches and picas).** [AAVTC-IGD-8.1](#)
- 8.2 Understand and accurately execute measurement conversions.** [AAVTC-IGD-8.2](#)

Recognize and utilize basic paper types and sizes for output. [AAVTC-IGD-9](#)

**9.1 Determine size, weight, quantities, type, and amount of paper necessary for fulfilling a job order.** [AAVTC-IGD-9.1](#)

Generate and manipulate various graphic imaging processes. [AAVTC-IGD-10](#)

**10.1 Discern appropriate use of technology in areas of color and design choices.** [AAVTC-IGD-10.1](#)

**10.2 Evaluate photographic digital input techniques for maximum effect.** [AAVTC-IGD-10.2](#)

**10.3 Manage resolution issues.** [AAVTC-IGD-10.3](#)

**10.4 Assess the issues of sizing images in various forms.** [AAVTC-IGD-10.4](#)

Analyze pre-press, pre-flight, and output operations. [AAVTC-IGD-11](#)

**11.1 Determine and use proper imposition to save materials used in multi-page and multi-piece projects.** [AAVTC-IGD-11.1](#)

**11.2 Position images on substrates using appropriate measurements.** [AAVTC-IGD-11.2](#)

Understand and demonstrate how to design a page layout. [AAVTC-IGD-12](#)

**12.1 Demonstrate how to log on/boot-up, save, and print using a page layout program.** [AAVTC-IGD-12.1](#)

**12.2 Demonstrate proper document set-up.** [AAVTC-IGD-12.2](#)

**12.3 Design and produce a document using desired fonts, formatting, margins, indents, tabs, gutters, header and footer, guides, trims, folds, and proper leading** [AAVTC-IGD-12.3](#)

**12.4 Demonstrate text alignment, element positioning, and rules of page design for printed matter.** [AAVTC-IGD-12.4](#)

**12.5 Set-up column grids for page layout according to job specifications.** [AAVTC-IGD-12.5](#)

**12.6 Set up and select appropriate pagination for a given job.** [AAVTC-IGD-12.6](#)

**12.7 Proofread, edit, and make corrections/adjustments to copy on the screen.** [AAVTC-IGD-12.7](#)

Identify and define the five elements incorporated in basic graphic designs and understand the application of effective color usage. [AAVTC-IGD-13](#)

**13.1 Identify the utilization of the elements of design including line, shapes, value, mass, space, texture, and color as they apply to basic design.** [AAVTC-IGD-13.1](#)

**13.2 Understand the color wheel: primary, secondary, tertiary.** [AAVTC-IGD-13.2](#)

**13.3 Understand the use of color schemes, such as analogous and complementary colors.** [AAVTC-IGD-13.3](#)

---

**13.4 Understand and apply the psychology of color in design.** AAVTC-IGD-13.4

---

**13.5 Define CMYK and RGB and understand the difference between them and when to use them.** AAVTC-IGD-13.5

---

**Identify and produce files utilizing different digital formats.** AAVTC-IGD-14

**14.1 Describe the strengths and weaknesses of TIFF, EPS, JPG, GIF, PDF, and PNG in a Postscript environment.** AAVTC-IGD-14.1

---

**14.2 Create documents/images and demonstrate the ability to save as digital files.** AAVTC-IGD-14.2

---

**14.3 Demonstrate how to place scanned graphics/photos into an existing page layout program.** AAVTC-IGD-14.3

---

**14.4 Produce digital files using appropriate DPI and PPI resolution for media.** AAVTC-IGD-14.4

---

**Identify and demonstrate page layout terminology and tools.** AAVTC-IGD-15

**15.1 Identify and demonstrate use of basic design principles including figure/ground, unity/variety, proportion/scale, emphasis, contrast, balance, repetition and rhythm.** AAVTC-IGD-15.1

---

**15.2 Identify and demonstrate use of layout methods/stages: (1) Thumbnail, (2) Rough, and (3) Comprehensive/Computer.** AAVTC-IGD-15.2

---

**15.3 Identify and demonstrate use of traditional and computer-generated tools in the production of page layout.** AAVTC-IGD-15.3

---

**Distinguish and demonstrate the difference between page layout, raster-based photo manipulation, and vector-based graphic software applications.** AAVTC-IGD-16

**16.1 Identify and demonstrate the basic capabilities of page layout, raster-based photo manipulation, and vector-based software applications as they apply to the completion of graphic communications projects.** AAVTC-IGD-16.1

---

**16.2 Define and identify the differences between raster- and vector-based software.** AAVTC-IGD-16.2

---

**16.3 Demonstrate the ability to properly integrate text and images in a computergenerated page layout.** AAVTC-IGD-16.3

---

**16.4 16.4 Demonstrate the ability to properly alter and enhance an image using a rasterbased photo manipulation software application.** AAVTC-IGD-16.4

---

**16.5 Demonstrate the ability to create a logo utilizing a vector-based software application.** AAVTC-IGD-16.5

---

**Discuss the origins of type by examining the evolution of letterforms.** AAVTC-IGD-

**17.1 Define the terms “pictograms”, “ideograms”, “icons” and the distinctions between them and letterforms.** AAVTC-IGD-17.1

---

**17.2** Outline the evolution of alphabet, punctuation, upper case letters, lower case letters, and ligatures as elements of typography and explain the effect of each in its development. [AAVTC-IGD-17.2](#)

---

**17.3** Identify and describe how current communication technologies impact emerging trends in typography. [AAVTC-IGD-17.3](#)

---

**Evaluate the function of typeface design in supporting legibility in a variety of media applications.** [AAVTC-IGD-18](#)

**18.1** Define the concept of “mood and theme” in typography. [AAVTC-IGD-18.1](#)

---

**18.2** Identify effects applied to typefaces to achieve “readability” and evaluate when each is – or is not – appropriate to use. [AAVTC-IGD-18.2](#)

---

**18.3** Identify major type classifications and define distinguishing characteristics of each such as Roman/Serif, Block/Square Serif, Sans Serif, Script, Black Letter, Decorative/Novelty. [AAVTC-IGD-18.3](#)

---

**18.4** Define the use of reverse type and the concept of weight and color as a type effect. [AAVTC-IGD-18.4](#)

---

**18.5** Identify the four methods of alignment and describe how each impacts the presentation of type. [AAVTC-IGD-18.5](#)

---

**18.6** Define and apply the difference between display type (14pts or larger) and body copy (12pts or smaller) [AAVTC-IGD-18.6](#)

---

**18.7** Select and use appropriate type composition techniques involving leading, tracking, kerning, scaling, and aligning based on job particulars. [AAVTC-IGD-18.7](#)

---

**Distinguish between the different print/output processes.** [AAVTC-IGD-19](#)

**19.1** Create printed products by using at least two different print processes from design to completion. [AAVTC-IGD-19.1](#)

---

**19.2** Describe the differences between the processes used. [AAVTC-IGD-19.2](#)

---

**19.3** Identify the steps in making an image using one process. [AAVTC-IGD-19.3](#)

---

**19.4** Demonstrate an understanding of the terms and technology of these processes. [AAVTC-IGD-19.4](#)

---

**Explore the different electronic imaging processes.** [AAVTC-IGD-20](#)

**20.1** Create images by using an electronic media process from concept to delivery. [AAVTC-IGD-20.1](#)

---

**20.2** Identify the steps in making an image using one process. [AAVTC-IGD-20.2](#)

---

**20.3** Demonstrate an understanding of the terms and technology of the process. [AAVTC-IGD-20.3](#)

---

**Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, and competitive events.** [AAVTC-IGD-21](#)

**21.1 Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of SkillsUSA.** [AAVTC-IGD-21.1](#)

---

**21.2 Explain how participation in SkillsUSA can promote lifelong responsibility for community service, professional growth and development.** [AAVTC-IGD-21.2](#)

---

**21.3 Explore the impact and opportunities SkillsUSA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.** [AAVTC-IGD-21.3](#)

---

**21.4 Explore the local, state, and national opportunities available to students through participation in SkillsUSA including but not limited to conferences, competitions, community service, philanthropy, and other SkillsUSA activities.** [AAVTC-IGD-21.4](#)