

# Graphic Design and Illustration I (2020)

**Knowledge and skills. c**     **1 The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: c.1**

- A identify and participate in training, education, or certification for employment; **c.1.A**
  - B identify and demonstrate positive work behaviors and personal qualities needed to be employable; **c.1.B**
  - C demonstrate skills related to seeking employment to find and obtain a desired job; **c.1.C**
  - D maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples; and **c.1.D**
  - E examine employment opportunities in entrepreneurship. **c.1.E**
- 

**2 The student applies academic knowledge and skills in art and design projects. The student is expected to: c.2**

- A apply English language arts knowledge by demonstrating skills such as correct use of content, technical concepts, vocabulary, grammar, punctuation, and terminology to write and edit a variety of documents; and **c.2.A**
  - B apply mathematics knowledge and skills such as using whole numbers, decimals, fractions, and knowledge of arithmetic operations. **c.2.B**
- 

**3 The student understands professional communications strategies. The student is expected to: c.3**

- A adapt language such as structure and style for audience, purpose, situation, and intent; **c.3.A**
- B organize oral and written information; **c.3.B**
- C interpret and communicate information; **c.3.C**
- D deliver formal and informal presentations; **c.3.D**
- E apply active listening skills; **c.3.E**
- F listen to and speak with diverse individuals; and **c.3.F**
- G exhibit public relations skills **c.3.G**

---

**4 The student understands and employs problem-solving methods. The student is expected to:** C.4

- A employ critical-thinking skills independently and in groups; and C.4.A
- B employ interpersonal skills in groups to solve problems. C.4.B

---

**5 The student applies technology applications. The student is expected to use personal information management, email, Internet, writing and publishing, and presentation applications for art and design projects.** C.5

---

**6 The student understands design systems. The student is expected to analyze and summarize the history and evolution of related fields.** C.6

---

**7 The student applies cyber safety procedures. The student is expected to implement personal and professional safety rules and regulations.** C.7

---

**8 The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:** C.8

- A employ leadership skills; C.8.A
- B employ teamwork and conflict-management skills; C.8.B
- C conduct and participate in meetings; and C.8.C
- D employ mentoring skills. C.8.D

---

**9 The student applies ethical decision making and understands and complies with laws regarding use of technology in graphic design and illustration. The student is expected to:** C.9

- A exhibit ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas; C.9.A
- B discuss and apply copyright laws in relation to fair use and acquisition; C.9.B
- C model respect for intellectual property; C.9.C
- D demonstrate proper etiquette and knowledge of acceptable use policies; and C.9.D
- E analyze the impact of the advertising and visual communication design industry on society. C.9.E

---

**10 The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks.** C.10

---

**11 The student develops an increasing understanding of graphic design and illustration. The student is expected to research art and design career opportunities and qualifications.** C.11

---

**12 The student researches the history and evolution of art and design. The student is expected to:** C.12

- A explain the history of visual arts and design; C.12.A
  - B understand general characteristics in artwork from a variety of cultures; and C.12.B
  - C compare current visual arts technologies with historical technologies. C.12.C
- 

**13 The student conducts oral or written critiques of designs. The student is expected to:** C.13

- A interpret, evaluate, and justify design decisions; C.13.A
  - B apply a critical method of evaluation; C.13.B
  - C communicate an oral or written defense; and C.13.C
  - D evaluate oral or written feedback. C.13.D
- 

**14 The student demonstrates an understanding of artistic design. The student is expected to analyze and apply art elements and principles in photographic works, multimedia applications, and digital and print media.** C.14

---

**15 The student employs a creative design process to create original two- or three-dimensional projects. The student is expected to:** C.15

- A create designs for defined applications; C.15.A
- B apply elements of design; C.15.B
- C apply design principles and typography; C.15.C
- D use good composition; C.15.D
- E demonstrate anatomical figure drawing; C.15.E
- F demonstrate drawing in one-point, two-point, and multi-point perspective; C.15.F
- G create a project by applying color; and C.15.G
- H apply printing concepts. C.15.H