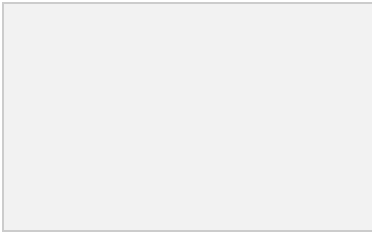


# Cover Sheet



## **Dover Area School District Curriculum Cover Sheet**

**CIP Code: 50.0402**

**CIP Title: Commercial and Advertising Art**

**Planned Hours: 1320**

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### **CIP Description:**

A program in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of printed media. Includes instruction in concept design, layout, paste-up and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage and computer graphics.

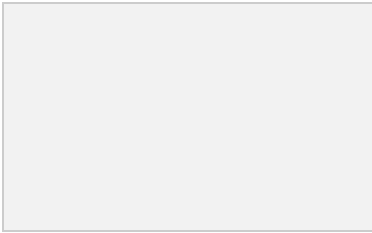
### **Component Courses:**

#### **665 - Web Page Design (1.0 Credit)**

In this course, students will gain a foundational knowledge of website creation and coding. Students will be able to apply their knowledge for the planning, designing, and development of their own websites over the course of the semester. By the end of this course, students will be comfortable creating, coding, and posting basic HTML and CSS files to the Internet. Critical thinking will be encouraged through class interactions, assignments, and projects.

#### **836 - Digital Photography (120 hours) Ⓜ**

This is an introductory course in digital photography. The focus of this class will be to teach the basic use of a digital camera. Students will first learn photographic composition rules that help photographers take better pictures. Students will learn to control the settings on their camera to help them take better photos. The setting changes will also allow students to capture pictures in various locations, times of the day, action shots, and in the photo studio . Students will learn some basic photo editing skills using Photoshop.



## Dover Area School District Curriculum Cover Sheet

### 840 - Multi Media I (120 hours) ④

In this course, students will learn and apply the history and advancements of communication technology, basic photography skills, and layout and design fundamentals while working with Adobe Photoshop, InDesign, and Premiere to create and edit digital media. This course is hands-on and requires creativity, attention to detail, and an interest in visual communication. Students will learn to operate a digital camera, apply photographic composition techniques, and capture quality images for a variety of purposes. Emphasis will be placed on visual storytelling, photojournalism, and the use of media to communicate information to specific audiences. In addition to photography, students will be introduced to video production concepts, including camera operation, audio recording, basic editing, and learn the various roles involved in planning, producing, and delivering video productions. Through collaborative projects, students will gain experience working as members of a production team and *may be required to report to the classroom during homeroom on days that your team is producing the morning announcements*. The course culminates with the creation of a photo-narrative project that demonstrates the ability to tell a story through images and design.

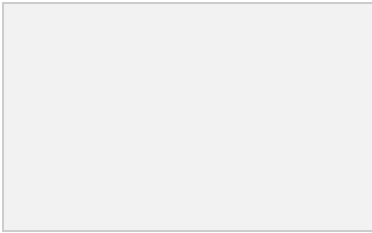
### 841 - Multi Media II (120 hours)

#### REQUIRED: SUCCESSFUL COMPLETION OF MULTIMEDIA I

In this course, students will expand upon the photography, design, and video production skills developed in Multimedia I. Students will become active members of a collaborative media production team, creating content that informs, educates, and engages an audience. Emphasis will be placed on videography, journalism, interviewing techniques, and the development of video segments from concept through final edit. Students will gather information, capture photo and video content, and apply industry-standard production workflows using Adobe Photoshop, InDesign, and Premiere. Students will continue to develop page layout and visual communication skills while creating multimedia projects for a variety of purposes and audiences. Students will be expected to photograph and document events both inside and outside the school day as they build a professional portfolio of media work. *Attention will be focused on being sure all skills on the CAA task list have been acquired and that students are prepared for the NOCTI exam.*

### 842 - Multi Media III (120 hours)

#### REQUIRED: SUCCESSFUL COMPLETION OF MULTIMEDIA II AND GRAPHIC DESIGN I



## **Dover Area School District**

### **Curriculum Cover Sheet**

Multimedia III focuses on advanced content development, editing, and project leadership. Students will plan, coordinate, and manage multimedia projects while ensuring that information is communicated clearly and effectively through visual and digital media. Students will refine their skills in video editing, graphic design, photography, and visual storytelling while taking a greater role in directing productions and managing project workflows. Emphasis will be placed on audience analysis, content organization, and the integration of graphics, photography, video, and typography to create engaging media products. Students will continue to build a professional portfolio while demonstrating increasing independence, creativity, and technical proficiency. *Attention will be focused on being sure all skills on the CAA task list have been acquired and that students are prepared for the NOCTI exam.*

#### **843 - Multi-Media IV (120 hours)**

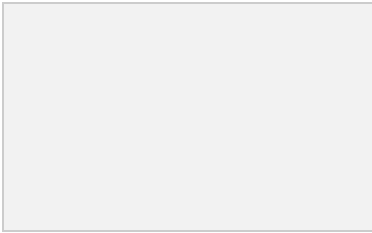
##### **REQUIRED: SUCCESSFUL COMPLETION OF MULTIMEDIA III**

Multimedia IV emphasizes advanced multimedia production, creative problem-solving, and professional-level project development. Students will apply advanced production techniques to create professional-quality multimedia projects that integrate photography, videography, graphic design, motion graphics, and digital storytelling. Students will utilize Adobe Photoshop, InDesign, and Premiere as well as modeling software such as Adobe After Effects and Cinema 4D to create advanced visual effects, animations, motion graphics, and promotional media. Emphasis will be placed on creative direction, project management, client-focused design solutions, and producing work that meets professional standards. Students will complete portfolio-quality projects that demonstrate mastery of multimedia production techniques and effective visual communication. *Attention will be focused on being sure all skills on the CAA task list have been acquired and that students are prepared for the NOCTI exam.*

#### **848 - Graphic Design I (120 hours) ④**

##### **REQUIRED: 3-RING BINDER FOR A PORTFOLIO AND FOR CURRENT WORK**

Graphic Design 1 is an introduction to graphic design, its history, processes, and applications. This project-based course serves as the foundation of the Commercial and Advertising Art Program of Study. Students will explore some of the major types of printing: screen printing, digital printing, and impactless printing, and the design requirements for each area while applying the Engineering Design Process and basic industry standards. Students will also be introduced to design as a form of visual communication for specific audiences and purposes.



## **Dover Area School District Curriculum Cover Sheet**

Students will begin developing a professional portfolio and be introduced to file management, workflow practices, and basic use of Adobe Illustrator.

### **849 - Graphic Design II (120 hours)**

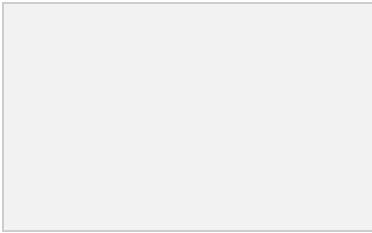
#### **REQUIRED: SUCCESSFUL COMPLETION OF GRAPHIC DESIGN I**

In this course, students will add to their portfolio as they gain experience in the various areas of graphic design. At this level, we will explore advanced printing techniques such as flexography, offset lithography, hydrographic printing, and heat-applied vinyl. Students will also be introduced to typography as a design element, color considerations, and begin developing presentation skills through critiques and formal project presentations where they will explain design decisions and refine their work based on feedback. Students will interpret design briefs and create solutions for specific audiences, and begin integrating multiple Adobe programs into cohesive projects. Industry standards and production workflows will continue to be emphasized, along with presentation and critique of student work. Field experiences with local printing facilities will further connect classroom learning to real-world applications. At the end of this course, they will have the opportunity to take the **Adobe Certification Exam** in Illustrator. *Attention will be focused on being sure all skills on the CAA task list have been acquired and that students are prepared for the NOCTI exam.*

### **850 - Graphic Design III (120 hours)**

#### **REQUIRED: SUCCESSFUL COMPLETION OF GRAPHIC DESIGN II AND MULTIMEDIA I**

Graphic Design 3 builds on prior course work with an emphasis on the integration of design, illustration, typography, and production techniques to create more complex and intentional visual communication. Students will be introduced to sketching and hand-drawing as part of the course. We will focus on multi-color printing and build on their knowledge of printing by working with spot colors, halftones, and duotones. Emphasis will be placed on branding and identity design, with projects that combine typography, imagery, and layout to communicate a unified message. Students will be expected to use multiple Adobe programs together within single projects, demonstrating an understanding of professional workflows. Students will present design concepts in a formal setting, participate in structured critiques, and revise their work based on feedback. Portfolio development will continue with a focus on selecting and refining high-quality pieces that demonstrate growth, creativity, and technical skill. *Attention will be focused on being sure all skills on the CAA task list have been acquired and that students are prepared for the NOCTI exam.*



## **Dover Area School District Curriculum Cover Sheet**

### **851 - Graphic Design IV (120 hours)**

#### **REQUIRED: SUCCESSFUL COMPLETION OF GRAPHIC DESIGN III**

In this course students will be expected to work more independently to produce professional-level design work for both print and digital media. Emphasis will be placed on advanced production techniques, including 4-color process printing, as well as specialty methods such as foil stamping, sublimation printing, and large-format design. Students will complete client-based or simulated real-world projects that require research, concept development, design execution, revision, and final production. Projects will involve full integration of the Adobe software and may include cross-media applications. A strong emphasis will be placed on developing a professional portfolio that demonstrates mastery of design principles, technical skills, and effective visual communication. Students will continue to follow industry-standard workflows, prepare files for a variety of output methods, and present their work in a professional manner. Students will also explore post-secondary opportunities and careers in graphic design and related fields. *Attention will be focused on being sure all skills on the CAA task list have been acquired and that students are prepared for the NOCTI exam.*

# Pacing Guide

## PACING GUIDE

| <b>665 Web Page Design</b>                                        | <b>Associated Tasks</b>                     | <b>120 Hours</b> |
|-------------------------------------------------------------------|---------------------------------------------|------------------|
| Internet & Web Basics (How the web works, browsers, files, URLs)  | 104, 504, 507, 509, 510, 511, 512, 907, 910 | 8 hours          |
| HTML Page Structure (Tags, semantic structure, content elements)  | 202, 504, 603                               | 12 hours         |
| Nesting & Page Organization (Containers, structure, valid HTML)   | 504, 510, 511, 603, 611                     | 10 hours         |
| CSS Selectors & Specificity (Classes, IDs, targeting, cascade)    | 603                                         | 12 hours         |
| Box Model & Visual Design (Spacing, color, typography, contrast)  | 401, 402, 602, 603, 611, 703, 704           | 12 hours         |
| Layout & Navigation (Multi-page sites, menus, consistency)        | 509, 603                                    | 14 hours         |
| Design Review & Dev Tools (Debugging, accessibility, performance) | 202, 603                                    | 10 hours         |
| Intro to JavaScript (Variables, functions, events, DOM basics)    | 202, 512, 603, 611                          | 12 hours         |
| Forms & Validation (User input, feedback, basic validation)       | 512, 603                                    | 10 hours         |
| Final Web Project & Presentation (Full site build + presentation) | 512, 603, 901, 907, 908                     | 20 hours         |

| <b>836 - Digital Photography</b> | <b>Associated Tasks</b> | <b>120 Hours</b> |
|----------------------------------|-------------------------|------------------|
| Tools / Equipment 10             | 201, 202, 509, 801, 907 | 13 hours         |
| Camera Use 15                    | 202, 509, 510, 511, 801 | 20 hours         |
| History of Photography 2         | 101, 907, 908           | 4 hours          |
| Rules of Composition 20          | 611, 802, 804           | 26 hours         |

## PACING GUIDE

|                               |                                                  |          |
|-------------------------------|--------------------------------------------------|----------|
| Photo Editing 23              | 401, 402, 503, 507, 508, 510, 511, 609, 704, 804 | 30 hours |
| Studio Lighting / Exposure 15 | 401, 802, 803, 804, 806                          | 20 hours |
| Matting 5                     | 202, 205, 609, 611                               | 7 hours  |

| <b>840 - Multi Media I</b>         | <b>Associated Tasks</b>                               | <b>120 Hours</b> |
|------------------------------------|-------------------------------------------------------|------------------|
| Intro to Multi Media/History       | 101, 104, 510, 511, 601, 607, 609, 704, 805, 906, 908 | 5 hours          |
| Elements & Principles of Design    | 602                                                   | 10 hours         |
| InDesign Basics                    | 502, 503, 510, 511, 602, 603, 604, 608, 609,          | 10 hours         |
| Intro to Journalism                | 104, 907                                              | 15 hours         |
| Intro to Photography               | 509, 510, 511, 609, 801, 802, 804, 805,               | 15 hours         |
| Intro to Photoshop                 | 502, 507, 509, 510, 511, 609,                         | 20 hours         |
| Photojournalism                    | 502, 507, 509, 510, 511, 609, 801, 802, 804, 805,     | 15 hours         |
| AI in Photography                  | 907, 910                                              | 5 hours          |
| Intro to Lighting and Camera Modes | 202, 801, 803, 804, 806,                              | 10 hours         |
| Final Project                      | 901, 908                                              | 15 hours         |

## PACING GUIDE

| <b>841 - Multi Media II</b> | <b>Associated Tasks</b>                | <b>120 Hours</b> |
|-----------------------------|----------------------------------------|------------------|
| Review                      |                                        | 15 hours         |
| Intro to Videography        | 202, 509, 510, 511, 609, 803,          | 25 hours         |
| Journalism (Basic)          | 104, 907                               | 25 hours         |
| Photography                 | 509, 510, 511, 609, 801, 802, 804, 805 | 30 hours         |
| Final Project               | 901, 908                               | 25 hours         |

| <b>842 - Multi Media III</b>      | <b>Associated Tasks</b>                                                  | <b>120 Hours</b> |
|-----------------------------------|--------------------------------------------------------------------------|------------------|
| Review                            |                                                                          | 15 hours         |
| Videography (Intermediate)        | 202, 509, 510, 511, 609, 803,                                            | 20 hours         |
| Journalism (Intermediate)         | 104, 907                                                                 | 20 hours         |
| Course Level Independent Projects | 101, 504, 509, 508, 510, 602, 603, 608 609, 703, 704, 801, 803, 806, 908 | 40 hours         |
| Final Project                     | 901, 908                                                                 | 25 hours         |

| <b>843 - Multi-Media IV</b>       | <b>Associated Tasks</b>       | <b>120 Hours</b> |
|-----------------------------------|-------------------------------|------------------|
| Review                            |                               | 15 hours         |
| Videography (Advanced)            | 202, 509, 510, 511, 609, 803, | 20 hours         |
| Journalism (Advanced)             | 104, 907                      | 20 hours         |
| Course Level Independent Projects | 101, 504, 509, 508,           | 40 hours         |

## PACING GUIDE

|               |                                                            |          |
|---------------|------------------------------------------------------------|----------|
|               | 510, 602, 603, 608<br>609, 703, 704, 801,<br>803, 806, 908 |          |
| Final Project | 901, 908                                                   | 25 hours |

| <b>848 - Graphic Design I</b>   | <b>Associated Tasks</b>               | <b>120 Hours</b> |
|---------------------------------|---------------------------------------|------------------|
| Intro to Graphic Design         | 101, 303, 305, 401,<br>402, 505,      | 5 hours          |
| Adobe Illustrator Basics        | 401, 402, 505                         | 15 hours         |
| Elements & Principles of Design | 303, 305,                             | 5 hours          |
| Vinyl                           | 104, 303, 305, 501,<br>505,           | 15 hours         |
| Promotional                     | 104, 303, 305, 401,<br>402, 501, 505, | 15 hours         |
| Safety                          | 201, 202, 203, 204,<br>205, 206       | 5 hours          |
| Screen Printing                 | 104, 303, 305, 501,<br>505,           | 15 hours         |
| Flexography                     | 201, 203, 204, 603,<br>604, 607, 609, | 15 hours         |
| Offset Lithography              | 201, 203, 204, 603,<br>604, 607, 609, | 15 hours         |
| Final: Portfolio                | 901, 908                              | 15 hours         |

| <b>849 - Graphic Design II</b> | <b>Associated Tasks</b> | <b>120 Hours</b> |
|--------------------------------|-------------------------|------------------|
| Review & Practice              |                         | 5 hours          |
| Hydrographics                  | 201, 203, 204, 603,     | 10 hours         |

## PACING GUIDE

|                                                 |                                              |          |
|-------------------------------------------------|----------------------------------------------|----------|
|                                                 | 607,                                         |          |
| Gravure/Intaglio                                | 201, 203, 204, 603, 604, 607, 609            | 13 hours |
| Intro to InDesign                               | 201, 202, 503, 510, 511, 608, 703,           | 12 hours |
| Flexography & Offset Lithography (Intermediate) | 201, 203, 204, 603, 604, 607, 609,           | 10 hours |
| Adobe Illustrator (Intermediate)                | 201, 202, 401, 505, 510, 511, 610,           | 10 hours |
| Screen Printing (Intermediate)                  | 201, 203, 204, 401 603, 604, 607, 609, 610,  | 10 hours |
| Intro to Technical Illustration                 | 201, 301, 302, 303, 304, 305,                | 5 hours  |
| Typography                                      | 701, 702                                     | 5 hours  |
| Color Theory                                    | 403                                          | 5 hours  |
| 3D Package Design                               | 402, 506, 602, 603, 604, 606, 609, 611, 704, | 20 hours |
| Final: Printing Process Presentation            | 602, 604, 607, 902                           | 15 hours |

| <b>850 - Graphic Design III</b>        | <b>Associated Tasks</b>                                | <b>120 Hours</b> |
|----------------------------------------|--------------------------------------------------------|------------------|
| Review & Practice                      |                                                        | 5 hours          |
| Technical Illustration                 | 201, 301, 302, 303, 304, 305, 306, 307, 401            | 10 hours         |
| Adobe Illustrator (Advanced) Halftones | 201, 202, 401, 506, 510, 511, 610,                     | 10 hours         |
| Product Photography/Intro to Photoshop | 202, 502, 507, 509, 510, 511, 609, 801, 802, 804, 805, | 15 hours         |

## PACING GUIDE

|                                   |                                                                                               |          |
|-----------------------------------|-----------------------------------------------------------------------------------------------|----------|
| Logo Development                  | 201, 301, 302, 303, 305, 306, 307, 401, 402, 501, 506, 509, 510, 511, 603, 604, 605, 704, 909 | 20 hours |
| Course Level Independent Projects | 201, 202, 204, 603, 604, 608, 609, 610, 611,                                                  | 35 hours |
| Final: Marketing Montage          | 201, 202, 204, 504, 506, 507, 510, 511, 602, 607, 608, 609, 611, 902, 908                     | 25 hours |

| <b>851 - Graphic Design IV</b>    | <b>Associated Tasks</b>                                                                       | <b>120 Hours</b> |
|-----------------------------------|-----------------------------------------------------------------------------------------------|------------------|
| Review & Practice                 |                                                                                               | 5 hours          |
| Technical Illustration            | 201, 301, 302, 303, 304, 305, 306, 307, 401                                                   | 10 hours         |
| Typography (Advanced)             | 701, 702, 703, 704                                                                            | 10 hours         |
| Logo Research & Design            | 201, 301, 302, 303, 305, 306, 307, 401, 402, 501, 506, 509, 510, 511, 603, 604, 605, 704, 909 | 10 hours         |
| Adobe Illustrator (Advanced)      | 201, 202, 401, 506, 510, 511, 610,                                                            | 10 hours         |
| Interactive Package Design        | 402, 506, 602, 603, 604, 606, 609, 611, 704,                                                  | 20 hours         |
| CMYK Printing                     | 402, 403                                                                                      | 10 hours         |
| Course Level Independent Projects | 201, 202, 204, 603, 604, 608, 609, 610, 611,                                                  | 35 hours         |

**PACING GUIDE**

|            |  |          |
|------------|--|----------|
| NOCTI Prep |  | 10 hours |
|------------|--|----------|

# Task List (From Google Sheets)

**Competency Task List –  
Secondary Component  
Commercial & Advertising Art CIP 50.0402  
High School Graduation Years 2025, 2026, 2027  
100 Orientation**

| Item | Task                                                                          | Secondary Course Crosswalk                    |                               |                                                                                                                                                                                      | Do                                                                   | Assessment                                                |
|------|-------------------------------------------------------------------------------|-----------------------------------------------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------|
|      |                                                                               | Know                                          | Understand                    | Do                                                                                                                                                                                   |                                                                      |                                                           |
| 101  | Investigate career paths and occupational requirements within the profession. | Digital Photography Graphics I-II             | Career options related to CAA | Students planning to enter the Commercial Advertising Art profession should know the career options and pathways to completion for optimal success following high school graduation. | Communicate various aspects of a specific career                     | Career Poster (GD1, MM1)<br>Career Research Project (GD2) |
| 102  | RESERVED                                                                      | -                                             |                               |                                                                                                                                                                                      |                                                                      |                                                           |
| 103  | RESERVED                                                                      | -                                             |                               |                                                                                                                                                                                      |                                                                      |                                                           |
| 104  | Apply copyright laws in communication.                                        | Multimedia I Graphics I-II<br>Web Page Design | Purpose of Copyright Laws     | Students must understand the impact of copyright laws and their impact on the profession.                                                                                            | Create logos and designs for projects that comply with copyright law | Copyright RATE (MM1)                                      |

**200 Safety**

| Item | Task                                           | Secondary Course Crosswalk    |                                                                                                 |                                                                                                     | Do                                                                                            | Assessment |
|------|------------------------------------------------|-------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------------|
|      |                                                | Know                          | Understand                                                                                      | Do                                                                                                  |                                                                                               |            |
| 201  | Follow safety protocols related to ergonomics. | Multimedia I<br>Graphics I-II | Define: ergonomics, Basic use of computer, mouse and keyboard, Basic use of computer, mouse and | Ergonomics is important in Graphic design and for operating equipment in the graphic Communications | Handle and operate equipment in the graphics lab safely and efficiently, set-up equipment and |            |

|     |                                                                          |                              |                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                          |                                                                                                                                                                                                   |                                                                                                                                                                                                                                          |
|-----|--------------------------------------------------------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |                                                                          |                              | keyboard, Basic Use of Offset press, Basic Use of DSLR and video Cameras, Basic use of hand tools: Layout, cutting weeding, etc.                                                                                                                                                                                                                                                                               | environment                                                                                                                                              | workstations to be ergonomic and efficient to avoid injury and/or fatigue                                                                                                                         |                                                                                                                                                                                                                                          |
| 202 | Follow safety requirements for use of hardware, software, and equipment. | All Courses                  | Parts of a PC and our iMac computer, safety rules for Various tool or machine in the graphics lab required for Graphics 1 Projects and activities, Basic use and application of Computer software, potential hazards associated with the various tools and equipment used for Level 1 Graphic Classes, Potential hazards associated with improper use of computers, software, and related electronic equipment | There are consequences for improper use of computer hardware, software and electronic equipment, It is in their best interest to use these things safely | Use computers on a daily basis to access programs, complete class work and to operate related equipment such as: laser printer, Xante Enpress, vinyl cutter, mimaki printer, large format printer | Adobe Illustrator Assignments (All levels of GD)<br>InDesign Assignments (GD 2-4, All levels of MM)<br>Photoshop Assignments (All levels of MM)<br>Basic Camera Parts Assignment (MM1)<br>Photography Assignments (All levels of MM, DP) |
| 203 | Use and maintain hand tools following established safety protocols.      | <a href="#">Graphics I-V</a> | Tools related to graphic design and graphic communications, rules and guidelines for each of tools in the graphics lab required to complete level 1 Graphics Design projects                                                                                                                                                                                                                                   | potential hazards related to each of the tools, how to handle and use each of the tools                                                                  | Properly use each of the tools required to complete Level 1 graphic design projects                                                                                                               | Text Mask (GD 1)<br>Gravure/Ingalio Projects (All levels of GD)<br>Photo Matting (All MM Levels, DP)                                                                                                                                     |

|     |                                                                                           |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                              |
|-----|-------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 204 | Use, store, and dispose of paints, solvents, and chemicals according to OSHA regulations. | Graphics I-V | <p>How to locate and read SDS/MSDS, Specific hazards related to the various paints, solvents and chemicals in our graphics lab, Proper use and application for each of the types of paint, solvents and chemicals in our graphics lab, Environmental vs personal hazards. <b>General Purpose:</b> Rubber cement, spray adhesive, Denatured Alcohol, Hand Cleaner.</p> <p><b>Screen Printing:</b> Screen Cleaner, Stencil film remover (liquid and paste), Dehazer, Degreaser, Mesh Prep, Screen opener, Emulsion/stencil film, Screen opener, Toner Aide, Plastisol Ink, Hand cleaner, spot remover fluid, Flash tack/spray, adhesive "Offset Lithography, Press Wash, Rubber Based ink, fountain solution, Padding Cement" "Hydrographic Printing, Denatured Alcohol, Activator, Spray enamel, Clear Coat" "Rubber Stamp/Flexographic printing, Toner Aide, Photopolymer Resin, Aniline inks, Detergent.</p> <p><b>Gravure Printing:</b></p> | <p>the impact of improper use and/or storage of paints, solvents and Chemicals, OSHA and OSHA guidelines are in the best interest of themselves as well as environment, Proper use and application for each type of paint, solvent or chemical</p> | <p>Demonstrate proper use and dispose of various paints, inks, solvents and chemicals to complete level 1 graphic design projects and activities: Screen printing, offset lithography, hydrographic printing, rubber stamp production, Gravure Printing</p> | <p>Safety Test (GD1)<br/>Lab Maintenance (All levels of GD)<br/>Screen Printing Projects (All levels of GD)<br/>Offset Lithography Projects (All levels of GD)<br/>Flexography Projects (All levels of GD)<br/>Gravure/Intaglio Projects (All levels of GD)<br/>Hydrographic Projects (All levels of GD)</p> |
|-----|-------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|     |                                                                |                                                        |                                                                                                                                                           |                                                                                                                                                                                                           |                                                                                                                                            |                                                       |
|-----|----------------------------------------------------------------|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
|     |                                                                |                                                        | Water-based inks                                                                                                                                          |                                                                                                                                                                                                           |                                                                                                                                            |                                                       |
| 205 | Follow cutting procedures using established safety protocols.  | Digital Photography<br>Multimedia I-IV<br>Graphics I-V | Rules and procedures for using the rotary paper cutter, scissors, guillotine style paper cutter, X-acto knife, padding knife, mat cutter and Paper Shear. | Hazards associated with each of the cutting tools and machines                                                                                                                                            | Safely use the various cutting tools and machines to complete level 1 graphic design projects                                              | Text Mask (GD 1)<br>Photo Matting (All MM Levels, DP) |
| 206 | Investigate hazard communication, environmental, and SDS laws. | Graphics II-III                                        | SDS/MSDS - location and purpose, Symbols and signage in the Graphics lab                                                                                  | There are specific instructions and information on how to use the tools, supplies and equipment in the graphics lab, These rules are to be followed for their own safety as well as the safety of others. | Complete the various level 1 graphic design projects by properly following the instructions and procedures for each workstation or process | Safety Test (GD1)                                     |

### 300 Drawing and Illustration

| Item |                                                                  | Task        | Secondary Course Crosswalk                                                                                                                                                          |                                                                                     |                                                                                                                        | Do                                                                                                           | Assessment |
|------|------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|------------|
|      |                                                                  |             | Know                                                                                                                                                                                | Understand                                                                          |                                                                                                                        |                                                                                                              |            |
| 301  | Draw using perspective.                                          | Graphics II | Types of linear perspective: 1pt, 2pt.<br>-vanishing point<br>-vertical vs. depth lines<br>Isometric-oblique and perspective drawing                                                | How to represent 3 dimensional objects on a flat or 2-dimensional substrate         | Complete various perspective, isometric and oblique sketches of 3-dimensional objects                                  | Technical Illustration Assignments (GD2-4)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4) |            |
| 302  | Draw basic geometric and organic forms showing texture and tone. | Graphics II | Definition of Texture, tone, shade vs shading, tint, texture vs. pattern, cross hatching / halftone / stippling, organic vs. geometrics, fundamentals of pencil and lead (hardness) | the various tools, terminology and techniques and how they relate to graphic design | Use geometric and organic forms within designs that they will use for each of the various types of printing processes. | Technical Illustration Assignments (GD2-4)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4) |            |

|     |                                            |                 |                                                                                                                                          |                                                                          |                                                                                                                                                                                                                                           |                                                                                                                                                                                     |
|-----|--------------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 303 | Draw line art.                             | Graphics II     | Definition of Line art vs continuous tone images                                                                                         | various ways to produce line art                                         | Create line art for the purpose of screen printing, flexography offset lithography and gravure printing                                                                                                                                   | Basic Drawing Assignments (GD1, MM1)<br>Design Challenge #1&2 (GD1)<br>Technical Illustration Assignments (GD2-4)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4) |
| 304 | Apply anatomy concepts in drawing.         | Graphics II-III | Anatomical proportions, contour lines, continuous tone                                                                                   | The importance of anatomical and human figures in advertising and design | reproduce image of human figures by tracing, sketching, or rendering, use human anatomy and figures in advertising and design solutions, use the appropriate tools and software to product posterization of a person (head and shoulders) | Technical Illustration Assignments (GD2-4)                                                                                                                                          |
| 305 | Draw from direct observation.              | Graphics II-V   | Basic Drawing tools, drawing techniques                                                                                                  | The importance and role that drawing plays in graphic design             | Practice and apply drawing skills by completing creative drawing activities, use drawing to communicate and develop our design ideas                                                                                                      | Basic Drawing Assignments (GD1, MM1)<br>All Design Challenges (GD1)<br>Technical Illustration Assignments (GD2-4)                                                                   |
| 306 | Produce illustrations using various media. | Graphics II-V   | illustration vs drawing vs sketching vs rendering, Adobe Illustrator: tools and techniques, Adobe3 Photoshop: basic tools and techniques | tools and techniques required to produce a quality illustration          | Use Adobe Illustrator to finalize your designs for the purpose of reproducing them with the various major printing processes, use adobe Photoshop to produce a realistic illustration of a person with "super human power, use            | Technical Illustration Assignments (GD2-4)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4)                                                                        |

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|     |                         |               |                     |                                                                                               | adobe photoshop to effectively combine elements from 2 different photos, use adobe Photoshop to create an artistic background              |                                            |
| 307 | Illustrate using value. | Graphics II-V | Definition of value | terminology related to the value of color, tools and techniques used to create various values | Create a gradient blend to fill a shape in adobe illustrator, convert a photograph into a halftone, add shade or shadow to an object in AI | Technical Illustration Assignments (GD2-4) |

### 400 Color Theory and Application

| Secondary Course Crosswalk |                                                                                         | Task        |                                                 | Assessment                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                     |                                                                                                                                               |
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| Item                       | Task                                                                                    | Crosswalk   | Know                                            | Understand                                                                                                                                                                                                                                                 | Do                                                                                                                                                                                                                  | Assessment                                                                                                                                    |
|                            |                                                                                         |             |                                                 |                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                     |                                                                                                                                               |
| 401                        | Apply the structure of color (hue, saturation, brightness) to generate color solutions. | All Courses | hue vs -tone vs shade - tint vs saturation      | How changing hue, saturation, or brightness alters the mood or impact of a color.<br><br>How to balance these elements to create visually appealing color solutions.<br><br>How color choices influence perception, readability, and aesthetics in design. | Create a robot using basic shapes in Ai, Apply an appropriate color scheme, adjust tint, hue, exposure, and brightness of photo in Photoshop, use color in various applications of design (poster, flyer, booklet). | DC#3 (GD1)<br>Text Mask (GD1)<br>Technical Illustration Assignments (GD2-4)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4) |
| 402                        | Apply appropriate color schemes to generate design solutions.                           | All Courses | Definition of Color scheme, theme/unity/harmony | color can impact a feeling or mood of a piece, specific combination of colors impact the effect of a design                                                                                                                                                | Create a robot using basic shapes in Ai, Apply an appropriate color scheme, make a manual pate-up of a poster that illustrates understanding of unity and                                                           | DC#3 (GD1)<br>Text Mask (GD1)<br>Technical Illustration Assignments (GD2-4)<br>3D Package Design (GD2)                                        |

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|     |                                                                 |                                                       |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                        | color schemes, create a display card for a product, use a color scheme and a layout that coordinates with the product | 3D Interactive Package Design (GD4)                                |
| 403 | Identify color models including additive and subtractive color. | <p><b>Multimedia I</b><br/><b>Graphics II-III</b></p> | <p>The primary colors for additive (RGB) and subtractive (CMY/CMYK) color models.</p> <p>The difference between additive and subtractive color mixing.</p> <p>Common uses of RGB and CMYK color models (e.g., digital screens vs. print).</p> | <p>How additive color mixing combines light to create different colors.</p> <p>How subtractive color mixing combines pigments or inks to create different colors.</p> <p>Why certain colors appear differently in digital media versus print media.</p> <p>How understanding color models affects design and visual communication.</p> | Apply the correct color model for a given medium (e.g., RGB for screen, CMYK for print).                              | Color Theory Projects (GD2)<br>Multi-color Screen Printing (GD2-4) |

| Secondary Course Crosswalk |                                    |                                                         |                                                                 | Assessment                                                                                                                                                                                                                                                     |                             |
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| Item                       | Task                               | Know                                                    | Understand                                                      | Do                                                                                                                                                                                                                                                             |                             |
| 501                        | Execute image scanning procedures. | Proper use of scanning device, flat bed or app on iPad. | Proper file formats and advanced settings to yield best results | <p>-Import a scanned image into adobe illustrator for use as a design element</p> <p>-import scanned image into adobe illustrator to be used as a reference/template</p> <p>-import scanned image into illustrator and convert it to a vector based image.</p> | All Design Challenges (GD1) |

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| 502 | Identify the properties of vector and raster images.              | Multimedia I<br>Graphics I-V                                                   | characteristics of a vector image vs. a raster image                                   | the impact that the type of image has on its ability to be reproduced or used for various printing processes. | Create vector based images with Adobe Illustrator<br>-work with raster and vector based images in the various printing processes | All Design Challenges (GD1)                                                                                                                                                                      |
| 503 | Utilize basic functions of a page layout software.                | Digital<br>Photography<br>Multimedia I<br>Graphics I                           | basic function of adobe InDesign as a page layout program                              | the importance and benefits of a page layout program                                                          | Use adobe InDesign to produce items for the purpose of being printed                                                             | InDesign Assignments (GD2)                                                                                                                                                                       |
| 504 | Utilize intermediate functions of a page layout software.         | Digital<br>Photography<br>Web Page<br>Design<br>Multimedia II<br>Graphics II-V | Application of some of the finer/more advanced tools and techniques with               | The importance and benefits of knowing the finer points of a page layout program                              | Use adobe InDesign to produce multi page items for the purpose of being printed                                                  | InDesign Assignments (GD2-4)                                                                                                                                                                     |
| 505 | Utilize basic functions of a vector-based drawing program.        | Graphics I-V                                                                   | Basic tools and techniques for working with a vector based drawing program             | The importance and benefits of vector-based graphics                                                          | Use Adobe Illustrator to produce logos and designs to be printed                                                                 | Adobe Illustrator Activities (GD1)<br>All Design Challenges (GD1)<br>Offset Lithography (GD1)<br>Flexography (GD1)<br>Digital Printing Projects (GD1)                                            |
| 506 | Utilize intermediate functions of a vector-based drawing program. | Graphics I-V                                                                   | Application and use of more complex tools and techniques within a vector based program | The benefits and functionality of vector-based graphics                                                       | Use Adobe Illustrator to produce complex logos and designs to be printed, including multi-color and CMYK separations             | Adobe Illustrator Activities (GD2-4)<br>Multi-color Screen Printing (GD2-4)<br>Offset Lithography (GD2-4)<br>Flexography (GD2-4)<br>Digital Printing Projects (GD2-4)<br>3D Package Design (GD2) |

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|     |                                                                          |                                                                        |                                                                                        |                                                                                |                                                                                                                                              | 3D Interactive Package Design (GD4)                                                                                                                                                                                           |
| 507 | Utilize basic functions of a raster-based image editing software.        | Digital Photography<br>Web Page Design<br>Multimedia I<br>Graphics I-V | Basic tools and techniques for working with a raster-based editing program             | the application and benefits of a raster-based editing program                 | Use adobe Photoshop to edit photos and produce graphic images                                                                                | 3D Package Design (GD2)<br>3D Interactive Package Design (GD4)<br>Photoshop Assignments (All levels of MM, DP)                                                                                                                |
| 508 | Utilize intermediate functions of a raster-based image editing software. | Digital Photography<br>Multimedia II-IV<br>Graphics II-V               | Application and use of more complex tools and techniques within a raster-based program | the application and functionality of a raster-based editing program            | Use adobe Photoshop to edit photos and produce graphic images and refine them for contests and reproduction purposes                         | 3D Interactive Package Design (GD4)<br>Photoshop Assignments (GD3-4)                                                                                                                                                          |
| 509 | Utilize use of input, output, and storage devices.                       | All Courses                                                            | Proper use and application of various input, output and storage devices                | The importance of Safe and efficient use of input, output and storage devices. | Use iMac computers on a daily basis in coordination with various input sources and a variety of printers.                                    | Product Photography (GD3-4)<br>Photography Assignments (All levels of MM, DP)<br>Broadcast Assignments (All levels of MM)<br>Videography Assignments (All levels of MM)                                                       |
| 510 | Utilize different file formats.                                          | All Courses                                                            | How to recognize and specify various file formats                                      | each file format has a specific purpose and ideal applications                 | Import appropriate files for the intended application<br>–Export or save files in their appropriate format based on the intended application | Adobe Illustrator Activities (GD1-4)<br>All Design Challenges (GD1)<br>InDesign Assignments (GD2-4)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4)<br>Product Photography (GD3-4)<br>Photoshop Assignments |

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| 511 | Organize and manage digital files. | All Courses | How to create folders and subfolders | importance of file management and how to effectively store and arrange files | Save and export files to specific locations so they can be retrieved for future application | (GD3-4, All levels of MM, DP)<br>Photography Assignments (All levels of MM, DP)<br>Videography Assignments (All levels of MM)<br>Broadcast Assignments (All levels of MM)<br>Adobe Illustrator Activities (GD1-4)<br>All Design Challenges (GD1)<br>InDesign Assignments (GD2-4)<br>3D Package Design (GD2)<br>Marketing Montage (GD3)<br>3D Interactive Package Design (GD4)<br>Product Photography (GD3-4)<br>Photoshop Assignments (GD3-4, All levels of MM)<br>Digital Printing Projects (All levels of GD)<br>Photography Assignments (All levels of MM, DP)<br>Videography Assignments (All levels of MM)<br>Broadcast Assignments (All levels of MM) |
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| 512                                | Investigate basic functions of web or mobile design software. | Web Page Design                                    | Basic function of web page design software        | How to add, manage and manipulate content within a web page                         | Create a web page as a "portfolio" of the work that they have done in class                                                                                                  | Internet & Web Basics (WPD)<br>All Web Page Design Assignments (WPD)                                                                                                                                                                                                                   |            |
| 600 Design, Layout, and Production |                                                               |                                                    |                                                   |                                                                                     |                                                                                                                                                                              |                                                                                                                                                                                                                                                                                        |            |
| Secondary Course Crosswalk         |                                                               |                                                    |                                                   |                                                                                     |                                                                                                                                                                              |                                                                                                                                                                                                                                                                                        |            |
| Item                               | Task                                                          | Know                                               |                                                   |                                                                                     | Understand                                                                                                                                                                   | Do                                                                                                                                                                                                                                                                                     | Assessment |
| 601                                | Research the history of advertising design.                   | Multimedia I<br>Graphics I-V                       | The Key Historical events of Advertising design   | the importance and impact of the history of Advertising Design                      | Create a presentation of a specific event in the history of Advertising Design<br>-Research and create a presentation of how history impacted the development of logo design | Logo Research & Design (GD3)<br>Historical Event Assignments (MM1)                                                                                                                                                                                                                     |            |
| 602                                | Apply elements and principles of design.                      | Web Page Design<br>Multimedia I-IV<br>Graphics I-V | The fundamental elements and principles of design | how the elements and principles of design impact the effectiveness of a composition | Use elements and principles of design to solve a variety of Design challenges                                                                                                | Collage #1 & 2 (GD1, MM1)<br>Elements in an Ad (GD1, MM1)<br>Principles of Design Activity (GD1, MM1)<br>All Design Challenges (GD1)<br>InDesign Assignments (GD2-4)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4)<br>Digital Printing Projects (All levels of GD) |            |
| 603                                | Interpret a creative or design brief.                         | Web Page Design<br>Multimedia I-IV                 | Terminology and purpose of a design brief         | how to interpret and apply information in a design brief                            | Refer to a design brief for each major project to determine specific requirements and                                                                                        | All Design Challenges (GD1)<br>Robot Adobe Illustrator Assignment (GD1)                                                                                                                                                                                                                |            |

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|     |                                                | Graphics I-V                 |                                                     |                                                                                             | specifications of the design challenge                                                                                   | InDesign Assignments (GD2-4, All levels of MM)<br>3D Package Design (GD2)<br>Marketing Montage (GD3)<br>3D Interactive Package Design (GD4)<br>InDesign Assignments (GD2-4, All levels of MM)                                                                                                                                                                                                 |
| 604 | Produce thumbnails, roughs, and comprehensive. | Multimedia I<br>Graphics I-V | Purpose and function of each type of sketch/drawing | the importance of each type of drawing/sketch in the development of a design or composition | Use thumbnail sketches, rough layouts and Comprehensive layouts to develop design solutions to various design challenges | All Design Challenges (GD1)<br>Multi-color Screen Printing (GD2-4)<br>Offset Lithography Projects (All levels of GD)<br>Flexography Projects (All levels of GD)<br>Gravure/Inaglio Projects (All levels of GD)<br>Digital Printing Projects (All levels of GD)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4)<br>Autobiography Page (MM1)<br>Beak Speak (All levels of MM) |
| 605 | Design a logo.                                 | Graphics II-III              | purpose and function of a logo                      | characteristics of an effective logo                                                        | -refer to various sources as points of inspiration<br>-apply elements and principles of design                           | Logo Research & Design (GD3)<br>Client Based Logo Design (GD4)                                                                                                                                                                                                                                                                                                                                |

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|     |                                                |                |                                                                                                                                                          |                                                                                            | <ul style="list-style-type: none"> <li>-use design process to develop logo design</li> <li>-apply drawing techniques to create a final version of a logo</li> </ul>                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                       |
| 606 | Create a design for a 3D package.              | Graphics II-IV | layout and design principles<br>drawing tools and techniques<br>measuring and layout techniques<br>Folding, scoring and perforating tools and techniques | the role and impact that the package has on the promotion, delivery and sales of a product | Create a display card for an existing Product(G1)<br>Create a 3D package for an existing product (G-2)<br>Create an interactive package for an existing product (G-3)<br>Create a creative,interactive package or "informational mailer" (G4)                                                          | 3D Package Design (GD2)<br>3D Interactive Package Design (GD4)                                                                                                                                                                                                                                                                                                                        |
| 607 | Utilize basic knowledge of printing processes. | Graphics I-V   | knowledge of the major printing processes                                                                                                                | which printing process is best suited for the intended purpose/product                     | Create logos and designs to be printed using each of the major printing processes:<br>-Impactless printing<br>-offset Lithography<br>-Screen Printing<br>-Relief printing/Flexography<br>-Gravure Printing<br>-Vinyl Graphics<br>-Hydrographic Printing<br>-large format printing<br>-Digital Printing | All Design Challenges (GD1)<br>Multi-color Screen Printing (GD2-4)<br>3D Package Design (GD2)<br>Marketing Montage (GD3)<br>3D Interactive Package Design (GD4)<br>Offset Lithography Projects (All levels of GD)<br>Flexography Projects (All levels of GD)<br>Gravure/Intaglio Projects (All levels of GD)<br>Hydrographic Projects (All levels of GD)<br>Digital Printing Projects |

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| 608 | Design promotional materials. | Multimedia I-IV<br>Graphics I-V | Principles of design<br>The design Process                                        | the effect of design elements and how they impact the message being delivered<br>Importance of sending the intended message appealing to a specific audience | Create Infographics to communicate information from their research<br>Create support graphics for the morning announcements (MM1-2)<br>Produce pamphlets and flyers that promote a company or business (G2)<br>Design, layout and print business cards (G-4) | (All levels of GD, All levels of MM)<br>Design Challenge #3 (GD1)<br>Infographics (GD1)<br>InDesign Assignments (GD2-4, All levels of MM)<br>3D Package Design (GD2)<br>Marketing Montage (GD3)<br>3D Interactive Package Design (GD4)                                                                                                                                                                     |
| 609 | Prepare files for output.     | All Courses                     | proper file format and settings for various types of printers and display options | various types of displays and printing processes and their requirements                                                                                      | Change the settings and specifications of a file to be suitable for the intended output device:<br>-laser printer<br>-video monitor/digital display<br>-Ink jet printer<br>-plate maker, film maker, etc.                                                    | All Design Challenges (GD1)<br>InDesign Assignments (GD2-4, All levels of MM)<br>Multi-color Screen Printing (GD2-4)<br>3D Package Design (GD2)<br>Marketing Montage (GD3)<br>3D Interactive Package Design (GD4)<br>Offset Lithography Projects (All levels of GD)<br>Flexography Projects (All levels of GD)<br>Gravure/Intaglio Projects (All levels of GD)<br>Hydrographic Projects (All levels of GD) |

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| 610 | Utilize printer's marks and color separations. | Graphics II-V | required printer's marks and color separation requirements for each printing process | the benefits and importance of printer's marks and color separations for each type of printing/finishing process | Print color separations and printer's marks for a 2-color screen print (G2)<br>Print color separations and printer's marks for a 3-color screen print (G3)<br>Print color separations and printer's marks for a 4-color screen print (G4)<br>Print color separations and printer's marks a full color CMYK screen print (G4-5)<br>Print color separations and printer's marks on plates for a 2-color print on the offset press (G2)<br>Print color separations and printer's marks on plates for a 3-color print on the offset press (G3)<br>Print color separations and printer's marks on plates | Multi-color Screen Printing (GD2-4)<br>Multi-color Offset Lithography Project (GD2-4)<br>Multi-color Digital Printing Project (GD2-4)<br>Digital Printing Projects (All levels of GD) | Digital Printing Projects (All levels of GD)<br>Photoshop Assignments (GD3-4, All levels of MM)<br>Digital Printing Projects (All levels of GD)<br>Photography Assignments (All levels of MM, DP)<br>Videography Assignments (All levels of MM)<br>Broadcast Assignments (All levels of MM) |
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|                       |                                                              |                                |                                                                                  |                                                                                           | for a 4-color print on the offset press (G4)<br>Print registration marks for stickers to be printed on Mimaki Printer and cut to shape on the vinyl cutter (G2-3)                                                                                                                            |                                                                                                                                                                                      |
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| 611                   | Utilize basic math functions, proportions, and measurements. | All Courses                    | Units of measurement : inches, points and pica<br>Measuring tools and techniques | how basic math skills and measuring are crucial for solving problems in layout and design | Create design elements to specific parameters using adobe illustrator<br>Cut a 1.5" frame for a photo using the mat cutter (MM1, G1-3)<br>Cut frames that are proportional to the photo size to create a 4 photo collage (MM1)<br>Layout most efficient imposition for business cards (G3-4) | Adobe Illustrator Activities (GD1-4)<br>All Design Challenges (GD1)<br>Technical Illustrations Assignments (GD2-4)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4) |
| <b>700 Typography</b> |                                                              |                                |                                                                                  |                                                                                           |                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                      |
| Item                  | Task                                                         | Secondary Course Crosswalk     | Know                                                                             | Understand                                                                                | Do                                                                                                                                                                                                                                                                                           | Assessment                                                                                                                                                                           |
| 701                   | Identify the anatomy and classification of type.             | Multimedia I<br>Graphics I-III | Type fonts and families                                                          | The role of anatomy and classification of type and its effect within a composition        | Use adobe illustrator to create a Text Mask (G1)<br>Choose and control type fonts that coordinate with a quote (G1-G2, MM1)                                                                                                                                                                  | Text Mask (GD1)<br>Design Challenge 1&2 (GD1)<br>Typography Activity (GD2, MM1)                                                                                                      |

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|     |                                                             |                                                       | Choose and control type fonts for text to be cut using the vinyl cutter<br>Coordinate text to match a graphic image to be made into a sticker using the vinyl cutter (G1)<br>Choose appropriate type fonts for an autobiography page (MM1)                                                                                                                                                                                                  | InDesign Assignments (GD2-4, All levels of MM)                                   |
| 702 | Identify typographic styles.                                | Multimedia I<br>Graphics I-III                        | Type fonts and typographic styles<br><br>How typographic styles impact the feel and effectiveness of a message<br><br>Identify and categorize typographic styles in examples of text or design.<br><br>Select and apply appropriate fonts for a given project or message.<br><br>Analyze how typographic choices affect readability and audience perception.<br><br>Combine fonts effectively while maintaining visual harmony and clarity. | Typography Activity (GD2, MM1)<br>InDesign Assignments (GD2-4, All levels of MM) |
| 703 | Manipulate type through character and paragraph formatting. | Web Page<br>Design<br>Multimedia III<br>Graphics II-V | Character palettes and paragraph styles in Adobe Illustrator and InDesign<br><br>the application and use of paragraph and character formatting                                                                                                                                                                                                                                                                                              | InDesign Assignments (GD2-4, All levels of MM)                                   |
| 704 | Choose and apply an appropriate typeface.                   | All Courses                                           | Typeface options<br><br>the importance of matching the typeface to the intended message and/or                                                                                                                                                                                                                                                                                                                                              | Posters (GD1, MM1)<br>Infographics (GD1)<br>All Design Challenges                |

|                                |                                           |                                                | printing process.                                                                                                                | and enhance the message                                                                                                                                                                                                              | (GD1)<br>Name Tag & Portfolio<br>Dividers (GD1)<br>InDesign Assignments<br>(GD2-4, All levels of<br>MM)<br>3D Package Design<br>(GD2)<br>Marketing Montage<br>(GD3)<br>3D Interactive Package<br>Design (GD4)<br>Offset Lithography<br>Projects (All levels of<br>GD)<br>Flexography Projects<br>(All levels of GD)<br>Gravure/Intaglio<br>Projects (All levels of<br>GD)<br>Digital Printing Projects<br>(All levels of GD) |
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| <b>800 Digital Photography</b> |                                           |                                                |                                                                                                                                  |                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Item                           | Task                                      | Secondary<br>Course<br>Crosswalk               |                                                                                                                                  |                                                                                                                                                                                                                                      | Assessment                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                |                                           | Know                                           | Understand                                                                                                                       | Do                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 801                            | Operate a digital camera and accessories. | Proper handling and control of camera settings | safe and effective control of a digital camera<br>how various accessories work and can be used to enhance the quality of a photo | Participate in various photo scavenger hunts to practice proper handling the camera<br>Use the camera and accessories to capture various photos with a specific intended outcome<br>Use various accessories to enhance photos with a | Product Photography (GD3-4)<br>Photoshop Assignments (GD3-4, All levels of MM)<br>Photography Assignments (All levels of MM, DP)<br>Videography Assignments (All levels                                                                                                                                                                                                                                                      |

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|     |                                               |                                        | specific intended outcome:<br>Speed flash, strobe lights, filters, screens, reflectors and diffusers.                                                                                                                                                                                                  | of MM)<br>Broadcast Assignments (All levels of MM)                                                                                                                                                                                    |
| 802 | Compose a photograph through the lens.        | Digital Photography<br>Multimedia I-IV | <p>Rules of photo composition</p> <p>how following the rules of photo composition help to make photos more effective</p> <p>Participate in various photo scavenger hunts to practice handling the camera</p>                                                                                           | <p>Product Photography (GD3-4)<br/>Photoshop Assignments (GD3-4, All levels of MM)<br/>Photography Assignments (All levels of MM, DP)<br/>Videography Assignments (All levels of MM)<br/>Broadcast Assignments (All levels of MM)</p> |
| 803 | Determine lighting options and their effects. | Digital Photography<br>Multimedia I-IV | <p>Effects of light/lighting</p> <p>control of lighting, and lighting methods</p> <p>Complete various photo activities that illustrate ability to control the camera settings: ISO, Shutter speed, aperture</p>                                                                                        | <p>Product Photography (GD3-4)<br/>Photoshop Assignments (GD3-4, All levels of MM)<br/>Photography Assignments (All levels of MM, DP)<br/>Videography Assignments (All levels of MM)<br/>Broadcast Assignments (All levels of MM)</p> |
| 804 | Stabilize a camera.                           | Digital Photography<br>Multimedia I-IV | <p>Proper handling and control of camera</p> <p>importance and benefits of properly stabilizing a camera while taking photos</p> <p>Participate in various photo scavenger hunts to practice proper handling the camera<br/>Use a tripod to stabilize a camera for various photography assignments</p> | <p>Product Photography (GD3-4)<br/>Photoshop Assignments (GD3-4, All levels of MM)<br/>Photography Assignments (All levels of MM)</p>                                                                                                 |

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| 805 | Download and manage digital images. | All Courses | file identification and locating files | how to locate, access and download digital files | Download photos from the camera or SD card to a folder on your computer<br>Use adobe bridge to access photos and their metadata<br>Use adobe bridge to create a contact sheet of selected photos | of MM, DP)<br>Videography Assignments (All levels of MM)<br>Broadcast Assignments (All levels of MM)<br><br>Posters (GD1, MM1)<br>Infographics (GD1)<br>All Design Challenges (GD1)<br>Text Mask (GD1)<br>InDesign Assignments (GD2-4, All levels of MM)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4)<br>Offset Lithography Projects (All levels of GD)<br>Flexography Projects (All levels of GD)<br>Gravure/Intaglio Projects (All levels of GD)<br>Digital Printing Projects (All levels of GD, All levels of MM)<br>Photoshop Assignments (GD3-4, All levels of MM)<br>Photography Assignments (All levels of MM, DP)<br>Videography Assignments (All levels |
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|                                   |                                              |                                              |                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                          | of MM)<br>Broadcast Assignments<br>(All levels of MM)                                                                                                   |
| 806                               | Utilize principles of the exposure triangle. | Digital<br>Photography<br>Multimedia<br>I-IV | <p>The three components of the exposure triangle: aperture (f-stop), shutter speed, and ISO.</p> <p>How each component affects exposure (brightness) in a photograph.</p> <p>The basic relationship between aperture, shutter speed, and ISO.</p> <p>Common terminology associated with each element (e.g., depth of field, motion blur, noise/grain).</p> | <p>How adjusting one component impacts the others to maintain proper exposure.</p> <p>How aperture affects depth of field and creative composition.</p> <p>How shutter speed affects motion capture or blur.</p> <p>How ISO affects image brightness and noise.</p> <p>Why balancing all three elements is essential for achieving the desired photographic effect.</p> | <p>Adjust aperture, shutter speed, and ISO settings to properly expose a photograph.</p> <p>Make creative decisions using the exposure triangle to control depth of field, motion, and noise.</p> <p>Explain how changes in one element require compensations in the other two to maintain exposure.</p> | <p>Photography Assignments (All levels of MM, DP)</p> <p>Videography Assignments (All levels of MM)</p> <p>Broadcast Assignments (All levels of MM)</p> |
| <b>900 Professional Practices</b> |                                              |                                              |                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                          |                                                                                                                                                         |

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| 901 | Prepare and present a portfolio. | All Courses | Purpose and functions of a portfolio | -using a portfolio to show evidence of their work<br>-how a portfolio can show | Create and maintain an educational portfolio as an alternative to taking a | Portfolio (GD1)<br>Marketing Montage (GD3) |
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|     |                                                    |               | growth and progress<br>-Importance of a professional Portfolio in obtaining a job or acceptance to a post-secondary school |                                                                                                                        | written exam (graphics 1)<br>Create a multi-media "Magazine" as evidence of your work in Multimedia 1 class<br>Create an online Portfolio/web page to display your work in relation to Graphic Design and Advertising Art (G2-6)                                                                                                                                                                    |                                                                       | Multimedia Magazine (MM1) |
| 902 | Prepare and present a visual concept presentation. | Graphics II   | design process and presentation media                                                                                      | the importance of choosing correct presentation mode/media<br>process of "pitching" a visual concept or design         | Create a presentation that shows the history of a logo that has changed over time (G2)                                                                                                                                                                                                                                                                                                              | Print Process Presentation (GD2)<br>Logo Research & Design (GD3)      |                           |
| 903 | Estimate time, materials and cost for a project.   | Graphics II-V | Material costs<br>printing process and required work                                                                       | variables that affect the time and materials required for a print job<br>importance of accurately quoting a print job. | Complete a screen printing job of at least 12 shirts for a club, group or team.<br>Estimate job costs and complete a project on the offset printing press<br>Complete printing job for a customer other than yourself: include job costs and time estimate.<br>Map out the marking period based on recommended time allotted for each project and complete those projects within the allotted time. | Client Based Logo Design (GD4)<br>Mass Production Assignments (GD3-4) |                           |
| 904 | RESERVED                                           | -             |                                                                                                                            |                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                       |                           |

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| 905 | RESERVED                                                        | -                            |                                                                                                                                                 |                                                                                                                                                 |                                                                                                                                                                                                                                                                               |                                                                                                                       |
| 906 | Participate in critiques of commercial art projects.            | Multimedia I<br>Graphics I-V | process of providing constructive feedback                                                                                                      | role of formal and informal critiques<br>importance of not giving or taking constructive criticism personally                                   | Participate in an informal critique of a Poster for a quote created using Canva<br>provide constructive feedback to another student's work posted to a discussion in Schoology<br>Participate in Logo design presentations and provide input to other students' presentations | Posters (GD1, MM1)<br>Logo Research & Design (GD3)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4)  |
| 907 | Explore current industry trends.                                | All Courses                  | Careers and industry partners related to Graphic Design and advertising art                                                                     | -the variety and range of jobs related to graphic design<br>-job expectations and roles within the industry<br>-job requirements or eligibility | Research a specific career related to graphic Design and create a poster showing specifics of the career<br>Participate in a field trip of a company within the Graphics Industry<br>Complete OSHA 10 or OSHA 30 hour training course                                         | Graphic Communication vs Graphic Design Notes (GD1)<br>3D Package Design (GD2)<br>3D Interactive Package Design (GD4) |
| 908 | Demonstrate research, employability, and organizational skills. | All Courses                  | Key strategies for effective research (e.g., reliable sources, note-taking, citation).<br><br>Common employability skills (e.g., communication, | How employability skills influence success in the workplace or academic settings.<br><br>How organization impacts productivity, deadlines, and  | Conduct research using credible sources and organize findings clearly.<br><br>Demonstrate professional behaviors and communication in                                                                                                                                         | Carer Poster (GD1, MM1)<br>3D Package Design (GD2)<br>Print Process Presentation (GD2)<br>Logo Research &             |

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|     |                                                                        |              | <p>teamwork, punctuality, professionalism).</p> <p>Methods for organizing tasks, time, and resources efficiently.</p> <p>Tools and technologies that aid research and organization (e.g., calendars, project management apps).</p>                                    | <p>overall performance.</p> <p>The connection between these skills and career readiness.</p>                                                                                                                                                                                  | <p>academic or workplace scenarios.</p> <p>Plan and prioritize tasks effectively to meet deadlines.</p> <p>Use tools and strategies to maintain organization and efficiency in projects or assignments.</p>                                                                                                   | <p>Design (GD3)<br/>Marketing Montage (GD3)<br/>3D Interactive Package Design (GD4)<br/>Historical Events Assignments (MM1)</p> |
| 909 | Create personal branding materials.                                    | Graphics I-V | <p>What personal branding is and why it's important.</p> <p>Types of personal branding materials (e.g., resumes, cover letters, portfolios, business cards, social media profiles).</p> <p>Design principles and formatting standards for professional documents.</p> | <p>How design, content, and presentation influence first impressions.</p> <p>How to tailor materials to different audiences or opportunities (e.g., job applications, networking).</p> <p>The relationship between consistency across branding materials and credibility.</p> | <p>Develop a resume, cover letter, or portfolio that highlights personal strengths and skills.</p> <p>Apply design principles and clear formatting to enhance readability and visual appeal.</p> <p>Review and revise materials to ensure accuracy, consistency, and alignment with personal brand goals.</p> | <p>Name Tag (GD1)<br/>Logo Research &amp; Design (GD3)</p>                                                                      |
| 910 | Explore the importance of social media as it relates to employability. | All Courses  | <p>How social media can influence personal and professional reputation.</p> <p>The difference between personal, professional, and public content online.</p> <p>Basic social media etiquette and privacy</p>                                                          | <p>How employers may use social media to screen candidates.</p> <p>The impact of online presence on employability and professional opportunities.</p> <p>How social media can be</p>                                                                                          | <p>Evaluate and manage personal social media accounts to present a professional image.</p> <p>Create or enhance professional social media profiles that highlight skills, experience, and accomplishments.</p>                                                                                                | <p>Internet &amp; Web Basics (WPD)</p>                                                                                          |

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|                                                                             |  |  | considerations. | leveraged to network, build a personal brand, and showcase skills. | Use social media to research companies, industries, and professional networks.<br><br>Apply strategies to engage positively and responsibly with professional communities online. |  |  |
| 1 Student Demonstrated Entry-Level Industry Proficiency as Indicated by (X) |  |  |                 |                                                                    |                                                                                                                                                                                   |  |  |
|                                                                             |  |  |                 |                                                                    |                                                                                                                                                                                   |  |  |