

Arts, AV Technology & Communications Career Cluster
Advanced Graphic Design
Course Number: 48.52800

Course Description:

Students will continue to explore in an increasingly independent manner, the principles of design and layout procedures relating to the field of graphic design. Content will cover electronic systems and software programs used in graphic design, page composition, image conversion, and digital printing. Knowledge and skills in digital design and imaging will be enhanced through experiences that simulate the graphic design industry and school-based and work-based learning opportunities. This is the final course in the Graphic Design pathway.

Course Standard 1

AAVTC-AGD-1

Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

- 1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.
- 1.2 Demonstrate creativity with multiple approaches to ask challenging questions resulting in innovative procedures, methods, and products.
- 1.3 Exhibit critical thinking and problem solving skills to locate, analyze, and apply information in career planning and employment situations.
- 1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.
- 1.5 Apply the appropriate skill sets to be productive in a changing, technological, and diverse workplace to be able to work independently, interpret data, and apply team work skills.
- 1.6 Present a professional image through appearance, behavior, and language.

Course Standard 2

AAVTC-AGD-2

Demonstrate proper equipment operation and following procedures in a safe manner and achieving one-hundred percent on a written/demonstration safety test.

- 2.1 Demonstrate and explain proper lab safety features and general to industry practices.
- 2.2 Demonstrate knowledge and proper use of personal protection equipment needed for general to the industry and labs.
- 2.3 Demonstrate knowledge of and proper use of equipment operating instructions for both general to the industry and labs.

Course Standard 3

AAVTC-AGD-3

Demonstrate the development of a professional portfolio and self-branding.

- 3.1 List and describe the criteria for selecting artwork.
- 3.2 Collect and refine all previous graphic design projects in a form, such as, but not limited to print, digital, and cloud, etc.
- 3.3 Develop a professional resume using a word processing software. (e.g. Word, Microsoft Works, Google Drive, iWork Pages, or other cloud-based text file writer).
- 3.4 Practice giving and receiving constructive criticism of portfolios in verbal and/or written

Georgia Department of Education

- format; as well as virtually and/or in person.
- 3.5 List and describe the characteristics and content of portfolios for both employment and postsecondary admissions.
 - 3.6 Critique various types of packaging found in a professional portfolio, such as, but not limited to printed, digital, and web pages, etc.

Course Standard 4

AAVTC-AGD-4

Research professional business ethics guidelines and copyright laws utilized throughout the graphic design industry.

- 4.1 Explore professional client/designer contracts.
- 4.2 Explore pricing options for various graphic design service(s).
- 4.3 Research billing practices and effective operating procedures.
- 4.4 Create a creative/design brief as part of the creative process.
- 4.5 Demonstrate utilizing a job ticket for graphic design service(s).
- 4.6 Demonstrate following ethical guidelines and copyright laws, such as, but not limited to intellectual property, creative commons, Work For Hire, Fair Use, etc.

Course Standard 5

AAVTC-AGD-5

Determine requirements for selected career(s).

- 5.1 Determine postsecondary educational requirements for selected careers.
- 5.2 Research how to locate job listings through a variety of sources, such as, but not limited to internet, clubs, associations, and networking, etc.
- 5.3 Research the fundamentals of employer/employee, client/designer working relationships.
- 5.4 Complete a practice job application form.
- 5.5 Design and write an appropriate cover letter for a selected career choice.
- 5.6 Demonstrate proper follow-up techniques, such as, but not limited to a thank-you letter, a phone call, an email, and in-person, etc.

Course Standard 6

AAVTC-AGD-6

Demonstrate an understanding of the importance of developing a project from concept thru completion.

- 6.1 Maintain a sketchbook/journal/electronic file of art produced to add to a personal portfolio.
- 6.2 Formulate strategies for brainstorming and organizing content, such as, but not limited to mind mapping and word association, etc.
- 6.3 Explore different target audiences and identify the most effective media selection(s).
- 6.4 Evaluate the performance of existing marketing strategies.
- 6.5 Demonstrate using graphic design terminology.
- 6.6 Apply creative thinking skills to artistic problems, such as, but not limited to rhetoric.

Course Standard 7

AAVTC-AGD-7

Explore the process of project production.

- 7.1 List and follow the following steps and resources needed for project completion:
 - Determine size, weight, quantities, type, and the amount of paper necessary for fulfilling a job order;
 - Preflight documents;
 - Determine proper resolution;
 - Demonstrate image and file conversions and format [Example: Process color, four color (CMYK) to Red, green, and blue (RGB), Illustrator file (AI) to Encapsulated PostScript (EPS), etc.];
 - Determine proper resolution; and
 - Explore web hosting options.
- 7.2 Prepare a timeline and budget/cost estimation for selected project(s), to include the following steps:
 - Demonstrate the use of Gantt charts;
 - Calculate the price of materials used in commercial jobs;
 - Determine substrate quantities and costs required; and
 - Establish additional equipment overhead, physical plant, time, labor, waste management, shipping costs, and projected profit margin.
- 7.3 Design a self-branding logo and collateral materials, such as, but not limited to business cards, letterheads, brochures, websites, and podcasts, etc., including the following suggested assignments:
 - Create a multiple-page design for a product (example: DVD insert/case, CD insert/case, software package/insert, product instruction insert, etc.).
 - Identify a client and design static and/or animated promotional materials for digital signage.
 - Design and produce a product and corresponding packaging. (Example: Soft drink packaging, perfume box, and cereal box, etc.).
 - Design a landing page and secondary page for the web.
 - Design identity and promotional products for a non-profit organization.
 - Research, layout / impose, and produce a booklet in the style of a well-known graphic designer.

Course Standard 8

AAVTC-AGD-8

Explore vector illustration techniques per assignments.

- 8.1 Demonstrate live trace.
- 8.2 Create custom vector graphics.

Course Standard 9

AAVTC-AGD-9

Explore digital imaging and multimedia.

- 9.1 Research the history and development of photography.
- 9.2 Define the application of digital photography in electronic imaging.

Georgia Department of Education

- 9.3 Define and demonstrate terms associated with digital photography from point-n-shoot to digital single-lens reflex (DSLR), such as, but not limited to International Organization for Standardization (ISO), Aperture, f-stop, White Balance, and Manual Mode, etc.
- 9.4 Identify and describe various formats for saving digital images, such as, but not limited to RAW, Camera RAW, Portable Network Graphics (PNG), Joint Photographic Experts Group (JPEG), Tagged Image File Format (TIFF), Adobe Photoshop Document (PSD), Encapsulated PostScript (EPS), etc.
- 9.5 Demonstrate taking photographs incorporating elements and principles of design.
- 9.6 Demonstrate utilizing a digital darkroom for making adjustments to digital images.
- 9.7 Constructively critique digital photos for appropriate composition.
- 9.8 Demonstrate techniques for scanning images digitally.

Course Standard 10

AAVTC-AGD-10

Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, and competitive events.

- 10.1 Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of SkillsUSA.
- 10.2 Explain how participation in SkillsUSA can promote lifelong responsibility for community service, professional growth and development.
- 10.3 Explore the impact and opportunities SkillsUSA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
- 10.4 Explore the local, state, and national opportunities available to students through participation in SkillsUSA including but not limited to conferences, competitions, community service, philanthropy, and other SkillsUSA activities.