Everett Public Schools Framework: Graphic Design II

CIP Code: 500402	**Total Framework Hours:** 90 Hours
Course: Graphic Design/Commercial and Advertising Art	**Type:** Preparatory
Career Cluster: Arts, Audio/Video Technology & Communications	**Date Last Modified:** Monday, May 24, 2010

Resources and Standard used in Framework Development:

Standards used are from OSPI Model Framework for 500402 Graphic Design/Commercial and Advertising Art.

Unit 1 CONCEPT DEVELOPMENT TO GRAPHIC DESIGN	Hours: 18

Performance Assessment(s)

Performance Based Assessment and Portfolios

Industry Standards and Competencies

Communications:
  - Understand the importance of the aesthetics of design
  - Understand the abilities and constraints of various media used to communicate visuals and sounds
  - Demonstrate understanding of audience/client needs
  - Demonstrate knowledge of new and emerging technology in communication and showcasing all projects
  - Demonstrate the ability to follow directions in producing a product
  - Understand how to communicate with a client
  - Determine best media to use in a given project
  - Demonstrate the ability to work independently and in collaboration with others in teams to create products
  - Demonstrate the ability to consistently follow directions and create products within given parameters
  - Follow directions to produce a product to client specifications
  - Do effective presentations using current technology

History of Visual Production
  - Demonstrate an understanding of how visual art has evolved and the impact on today's society
  - Demonstrate an understanding of the emergence of the electronic visual media
  - Demonstrate an appreciation for the origins of print and electronic visual art
  - Compare and contrast the use of both written and electronic art.
  - Create projects demonstrating the genre of various artists
  - Be able to connect the history of art with emerging visual production

Image Development
  - Master a variety of tools both conventional and electronic to create images that communicate ideas and concepts to an audience.
  - Demonstrate an understanding of the principles of design
  - Demonstrate an understanding of the elements of design
  - Demonstrate ability to take information from a client and produce a comprehensive rough draft or "Comp
  - Create projects using specific Principle of Design to include line, shape, value, texture, color, etc.
  - Create projects using specific Elements of Design to include direction pattern, contrast, etc.
  - Create projects using freehand and manipulatives

Production
  - Demonstrates proper and consistent use of the Elements and Principles of Design in all class projects and products

- Demonstrates the effective use of typography in all products
- Demonstrate understanding of editorial and advertising layouts
- Integrate art criticism/art styles and movement in all work
- Demonstrate understanding of time management and meeting deadlines
- Demonstrate a professional level of skills in all aspects of the development of a portfolio
- Demonstrate the ability to explain and present a portfolio at a professional level
- Demonstrate proficiency with tools and industry-level technology
- Demonstrate ability to complete all projects on time and at the level of professionalism expected in an industry setting

Technology Tools
- Acquire a working knowledge of current and emerging software
- Acquire a working knowledge of current and emerging technology including computers, cameras, scanners, printing devises and other related technology
- Scan and manipulate images using software applications
- Organize and present a portfolio
- Organize and retrieve information and files
- Become proficient a variety of hardware platforms
- Become proficient in the use of various software programs used in industry
- Become proficient in the use of internet and other on-line software
- Demonstrate the ability to follow local policies and licensing agreements related to internet and software use
- Demonstrate ability to scan images to be manipulated and used in software applications
- Become proficient in use of hand-held manipulative devices
- Demonstrate proficiency in the tools necessary to organize and retrieve files and information

EALRs AND GLEs Taught and Assessed in the Standards

Arts

Arts 1.0   The student understands and applies arts knowledge and skills.

1.1 Understands and applies arts concepts and vocabulary.

1.2 Develops arts skills and techniques.

1.3 Understands and applies arts genres and styles from various artists, cultures, and times.

1.4 Understands and applies audience conventions in a variety of arts settings and performances.

Arts 2.0 The student demonstrates thinking skills using artistic processes.

2.1. Applies a creative process in the arts (dance, music, theatre and visual arts):
  - Identifies audience and purpose.
  - Explores, gathers, and interprets information from diverse sources.
  - Uses ideas, foundations, skills and techniques to develop dance, music, theatre and visual art.
  - Implements choices of arts elements, principles, foundations, skills, and techniques in a creative work.
  - Reflects for the purpose of self-evaluation and improvement of the creative work.
  - Refines work based on feedback, self-reflection, and aesthetic criteria.
  - Presents work to others in a performance, exhibition, and/or production.
  - Develops art works and/or performances using a creative process working towards independence with teacher mentoring.

2.3 Applies a responding process to an arts presentation of dance, music, theatre and visual arts):
  - Engages the senses actively and purposefully in perceiving the work.
  - Analyzes the use and organization of elements, principles, foundations, skills and techniques.
  - Interprets meaning based on personal experiences and knowledge.
  - Evaluates and justifies using supportive evidence and aesthetic criteria.

- Applies a responding process to an arts presentation working towards independence with teacher mentoring.

Arts 3.0 The student communicates through the arts.

3.1   Uses the arts to express and present ideas and feelings.

3.2   Uses the arts to communicate for a specific purpose.

3.3. Develops personal aesthetic criteria to communicate artistic choices.

Communications

Communication 1.1: Uses listening and observation skills and strategies to focus attention and interpret information.

1.1.1 Applies a variety of listening strategies to accommodate the listening situation.

1.1.2 Proficiency in this GLE is expected at grade 8.

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.

1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information.

1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.

Health and Fitness

Mathematics

Reading

Science

Social Studies

Writing

Other Skills

Leadership Skills

Leadership 1.0 Individual Skills

1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work related) experiences.

1.2 The student will identify and analyze the characteristics of family, community, business, and industry leaders.

1.3 The student will demonstrate oral, interpersonal, written, and electronic communication and presentation skills and understands how to apply those skills.

1.4 The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions.

1.5 The student will demonstrate self-advocacy skills by achieving planned, individual goals.

1.6 The student will conduct self in a professional manner in practical career applications, organizational forums, and decision-making bodies.

Employability Skills

SCANS 1.0 The student identifies, organizes, plans and allocates resources

1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules.

1.3: Materials and facilities - Acquires, stores, allocates, and uses materials or space efficiently.

SCANS 2.0 The student demonstrates interpersonal skills in working well with others.

2.1: Participates as a member of a team

2.2: Teachers others new skills

2.3: Serves clients/customers

2.4: Exercises Leadership

2.5: Negotiates

2.6: Works with diversity

SCANS 3.0 The student acquires and uses information

3.1: Acquires and evaluates information

3.2: Organizes and maintains information

3.3: Interprets and communicates information

3.4: Uses computers to process information

SCANS 5.0 The student works with a variety of technologies

5.1: Selects Technology - Chooses procedures, tools or equipment including computers and related technologies.

5.2: Applies Technology to Task - Understands overall intent and proper procedures for setup and operation of equipment.

5.3: Maintains and Troubleshoots Equipment - Prevents, identifies, or solves problems with equipment, including computers and other technologies.

Analytical, Logical, and Creative Thinking Skills

☑ Observe	☑ Cause/Effect	☐ Finding Evidence	☑ Reasoning	☑ Originality
☑ Patterns	☐ Fact/Opinion	☐ Evaluation	☑ Problem Solving	☑ Risking
☑ Sequence	☑ Main Idea	☐ Detect Bias	☐ Goal Setting	☐ Inquisitiveness
☐ Classify	☑ Summary	☐ Inference	☐ Fluency	☐ Attending
☑ Compare/Constrast	☑ Point of View	☑ Conclusion	☐ Elaboration	☐ Persistence
☐ Predict	☑ Analysis	☐ Metacognition	☑ Flexibility	☐ Precision

Relevance to Work

Understanding the basics to the work world
Using clients and the environment of the professional work world to develop real problems that relate to graphic design

Unit 2 DESIGN: ELEMENTS AND PRINCIPLES LAYOUT	Hours: 20

Performance Assessment(s)

Understand and apply art elements and principles to composition and to layout

Industry Standards and Competencies

Elements and Principles of Design
  - Demonstrate understanding of elements of design; line, shape, value, texture, color, etc.
  - Demonstrate understanding of principles of design; direction pattern, contrast, etc.
  - Demonstrate knowledge of design criticism and aesthetic development
  - Show understanding of Symmetrical and Asymmetrical design, Typographic design, Craftsmanship, Measurement
  - Show understanding of industry applications of art and typography
  - Create a portfolio that demonstrates depth and breadth of knowledge of principles and elements of design.
  - Demonstrate commercial applications for principles of design
  - Demonstrate sophisticated sense of design and quality in all work
  - Demonstrate a skill in using industry related software (i.e. InDesign, Challenge, etc.)
  - Demonstrate printmaking skills
  - Demonstrate ability to produce projects to meet industry standards; business card design, logo design, letterhead design, resume design, web design, etc.
  - Project presentation; organization, matting, use of color and black and white
  - Demonstrate ability to orally present and describe principles and elements of design in showcasing work.
Image Development
  - Master a variety of tools both conventional and electronic to create images that communicate ideas and concepts to an audience.
  - Demonstrate an understanding of the principles of design
  - Demonstrate an understanding of the elements of design
  - Create projects using specific Principle of Design to include line, shape, value, texture, color, etc.
  - Create projects using specific Elements of Design to include direction pattern, contrast, etc.
  - Create projects using freehand and manipulatives

EALRs AND GLEs Taught and Assessed in the Standards

Arts

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1.2 Develops arts skills and techniques.
1.4 Understands and applies audience conventions in a variety of arts settings and performances.
Arts 2.0 The student demonstrates thinking skills using artistic processes.
  - Refines work based on feedback, self-reflection, and aesthetic criteria.
  - Presents work to others in a performance, exhibition, and/or production.
  - Develops art works and/or performances using a creative process working towards independence with teacher mentoring.
2.2 Applies a performance process in the arts (dance, music, theatre and visual arts):
  - Identifies audience and purpose of the work and/or performance.
  - Analyzes the structure, context and/or aesthetics of the work.
  - Reflects and self-evaluates work and/or performance to set goals.
2.3   Applies a responding process to an arts presentation of dance, music, theatre and visual arts):
  - Engages the senses actively and purposefully in perceiving the work.
  - Analyzes the use and organization of elements, principles, foundations, skills and techniques.

- Interprets meaning based on personal experiences and knowledge.
- Evaluates and justifies using supportive evidence and aesthetic criteria.

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Communications

Communication 1.1: Uses listening and observation skills and strategies to focus attention and interpret information.

1.1.1 Applies a variety of listening strategies to accommodate the listening situation.

1.1.2 Proficiency in this GLE is expected at grade 8.

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.

1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information.

1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.

Health and Fitness

Mathematics

Reading

Science

Social Studies

Writing

Other Skills

Leadership Skills

Leadership 1.0 Individual Skills

1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work related) experiences.

1.2 The student will identify and analyze the characteristics of family, community, business, and industry leaders.

1.3 The student will demonstrate oral, interpersonal, written, and electronic communication and presentation skills and understands how to apply those skills.

1.4 The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions.

1.5 The student will demonstrate self-advocacy skills by achieving planned, individual goals.

Employability Skills

SCANS 1.0 The student identifies, organizes, plans and allocates resources

1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules.

SCANS 2.0 The student demonstrates interpersonal skills in working well with others.

2.1: Participates as a member of a team

SCANS 3.0 The student acquires and uses information

3.1: Acquires and evaluates information

3.2: Organizes and maintains information

3.3: Interprets and communicates information

3.4: Uses computers to process information

SCANS 4.0 The student understands complex systems and inter-relationships

SCANS 5.0 The student works with a variety of technologies

5.1: Selects Technology - Chooses procedures, tools or equipment including computers and related technologies.

5.2: Applies Technology to Task - Understands overall intent and proper procedures for setup and operation of equipment.

5.3: Maintains and Troubleshoots Equipment - Prevents, identifies, or solves problems with equipment, including computers and other technologies.

Analytical, Logical, and Creative Thinking Skills

☑ Observe	☑ Cause/Effect	☐ Finding Evidence	☑ Reasoning	☑ Originality
☐ Patterns	☑ Fact/Opinion	☐ Evaluation	☑ Problem Solving	☐ Risking
☑ Sequence	☐ Main Idea	☐ Detect Bias	☐ Goal Setting	☐ Inquisitiveness
☐ Classify	☑ Summary	☐ Inference	☐ Fluency	☑ Attending
☑ Compare/Constrast	☑ Point of View	☐ Conclusion	☐ Elaboration	☐ Persistence
☐ Predict	☑ Analysis	☐ Metacognition	☐ Flexibility	☑ Precision

Relevance to Work

Creating compositions in the Visual Art
Working with layout
Using the elements and principles as the guiding principles for designing in the professional environment

Unit 3 CREATIVITY	Hours: 17

Performance Assessment(s)

Performance Based Assessment and Portfolios
These will be incorporated into all other assignments.

Industry Standards and Competencies

Communications:
  - Understand the importance of the aesthetics of design
  - Understand the abilities and constraints of various media used to communicate visuals and sounds
  - Demonstrate understanding of audience/client needs
  - Demonstrate knowledge of new and emerging technology in communication and showcasing all projects
  - Demonstrate the ability to follow directions in producing a product
  - Understand how to communicate with a client
  - Determine best media to use in a given project
  - Demonstrate the ability to work independently and in collaboration with others in teams to create products
  - Demonstrate the ability to consistently follow directions and create products within given parameters
  - Follow directions to produce a product to client specifications
  - Do effective presentations using current technology

Elements and Principles of Design
  - Demonstrate understanding of elements of design; line, shape, value, texture, color, etc.
  - Demonstrate understanding of principles of design; direction pattern, contrast, etc.
  - Demonstrate knowledge of design criticism and aesthetic development
  - Show understanding of Symmetrical and Asymmetrical design, Typographic design, Craftsmanship, Measurement
  - Show understanding of industry applications of art and typography
  - Create a portfolio that demonstrates depth and breadth of knowledge of principles and elements of design.
  - Demonstrate commercial applications for principles of design
  - Demonstrate sophisticated sense of design and quality in all work
  - Demonstrate a skill in using industry related software (i.e. InDesign, Challenge, etc.)
  - Demonstrate printmaking skills
  - Demonstrate ability to produce projects to meet industry standards; business card design, logo design, letterhead design, resume design, web design, etc.
  - Project presentation; organization, matting, use of color and black and white
  - Demonstrate ability to orally present and describe principles and elements of design in showcasing work.

Employability, Leadership, Career Exploration
  - Become aware of the multitude and breadth of career opportunities
  - Demonstrate understanding of industry and college entrance standards for portfolio development
  - Demonstrate understanding to the level of performance required for professional success in commercial and graphic arts
  - Demonstrate leadership in individual, group and community settings
  - Understand the rigors of competition
  - Demonstrate the ability to create and assimilate a professional portfolio
  - Demonstrate the ability to communicate with peers and professionals and to articulate clearly
  - Create and present a professional career portfolio to meet industry standards for entry level employment or articulation to post-secondary training
  - Design and present products at a competitive level
  - Learn and demonstrate personal leadership attributes

Image Development
   - Master a variety of tools both conventional and electronic to create images that communicate ideas and concepts to an audience.
   - Demonstrate an understanding of the principles of design
   - Demonstrate an understanding of the elements of design
   - Demonstrate ability to take information from a client and produce a comprehensive rough draft or "Comp
   - Create projects using specific Principle of Design to include line, shape, value, texture, color, etc.
   - Create projects using specific Elements of Design to include direction pattern, contrast, etc.
   - Create projects using freehand and manipulatives

Portfolio Development and Presentation
   - Showing breadth and depth of one's aesthetic understanding in developing a portfolio
   - Show the ability to properly use matting in assembling a portfolio.
   - Create portfolio that shows student's understanding of the elements and principles of design, typography and industry applications as well as the student's artistic interpretation
   - Demonstrate proper matting
   - Use technology as a presentation tool
   - Design, create and present a portfolio of work with a comprehensive display of the elements and principles of design and typography

Production
   - Demonstrates proper and consistent use of the Elements and Principles of Design in all class projects and products
   - Demonstrates the effective use of typography in all products
   - Demonstrate understanding of editorial and advertising layouts
   - Integrate art criticism/art styles and movement in all work
   - Demonstrate understanding of time management and meeting deadlines
   - Demonstrate a professional level of skills in all aspects of the development of a portfolio
   - Demonstrate the ability to explain and present a portfolio at a professional level
   - Demonstrate proficiency with tools and industry-level technology
   - Demonstrate ability to complete all projects on time and at the level of professionalism expected in an industry setting

Project Development
   - Understanding the purposes and applications of storyboarding
   - Understand character archetypes
   - Understand the level of quality expected in related industry
   - Understand the constraints of various mediums in graphic arts
   - Demonstrate the ability to communicate effectively with a client
   - Demonstrate ability to take information from a client and produce a comprehensive rough draft or "Comp"
   - Demonstrate ability to problem solve using design concepts and current technology
   - Become competent in the use of the proper equipment needed for freehand or computer assisted drawing

Typography
   - Demonstrates an understanding of the art and techniques of arranging type, type design, and modifying type glyphs
   - Demonstrates a complex applications of type; arranging, type design and glyphs
   - Demonstrates a knowledge of several typefaces
   - Demonstrates a knowledge of history of type
   - Demonstrate ability to match typography to suite the medium
   - Demonstrate ability to select and use typography (type face design, and glyphs) to enhance graphics and art
   - Demonstrate an understanding of the effective use of typography in all medium

EALRs AND GLEs Taught and Assessed in the Standards
Arts
Communications
Health and Fitness
Mathematics
Reading
Science
Social Studies
Writing

Other Skills

Leadership Skills

Leadership 1.0 Individual Skills

1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work related) experiences.

1.2 The student will identify and analyze the characteristics of family, community, business, and industry leaders.

1.3 The student will demonstrate oral, interpersonal, written, and electronic communication and presentation skills and understands how to apply those skills.

1.4 The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions.

1.5 The student will demonstrate self-advocacy skills by achieving planned, individual goals.

1.6 The student will conduct self in a professional manner in practical career applications, organizational forums, and decision-making bodies.

Leadership 1.0 Individual Skills

2.1 The student will communicate, participate, and advocate effectively in pairs, small groups, teams, and large groups in order to reach common goals.

2.2 The student will demonstrate knowledge of conflict resolution and challenge management.

2.8 The student will demonstrate the ability to incorporate and utilize the principles of group dynamics in a variety of settings

Leadership 3.0 Community and Career Skills

3.1 The student will analyze the roles and responsibilities of citizenship.

3.3 The student will understand their role, participate in and evaluate community service and service learning activities.

3.4 The student will understand the organizational skills necessary to be a successful leader and citizen and practices those skills in real-life.

3.7 The student will participate in the development of a program of work or strategic plan and will work to implement the organization's goals.

Employability Skills

SCANS 1.0 The student identifies, organizes, plans and allocates resources

1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules.

1.3: Materials and facilities - Acquires, stores, allocates, and uses materials or space efficiently.

1.4: Human resources - Assesses skills and distributes work accordingly, evaluates performance and provides feedback.

SCANS 2.0 The student demonstrates interpersonal skills in working well with others.

2.1: Participates as a member of a team

2.2: Teachers others new skills

2.3: Serves clients/customers

2.4: Exercises Leadership

2.5: Negotiates

2.6: Works with diversity

SCANS 3.0 The student acquires and uses information

3.1: Acquires and evaluates information

3.2: Organizes and maintains information

3.3: Interprets and communicates information

3.4: Uses computers to process information

SCANS 4.0 The student understands complex systems and inter-relationships

4.1: Understands Systems - Knows how social, organizational, and technological systems work and operates effectively with them.

SCANS 5.0 The student works with a variety of technologies

5.1: Selects Technology - Chooses procedures, tools or equipment including computers and related technologies.

5.2: Applies Technology to Task - Understands overall intent and proper procedures for setup and operation of equipment.

Analytical, Logical, and Creative Thinking Skills

☑ Observe	☑ Cause/Effect	☐ Finding Evidence	☑ Reasoning	☑ Originality
☑ Patterns	☑ Fact/Opinion	☐ Evaluation	☑ Problem Solving	☑ Risking
☑ Sequence	☑ Main Idea	☐ Detect Bias	☑ Goal Setting	☐ Inquisitiveness
☐ Classify	☑ Summary	☐ Inference	☐ Fluency	☑ Attending
☑ Compare/Constrast	☑ Point of View	☑ Conclusion	☑ Elaboration	☑ Persistence
☐ Predict	☑ Analysis	☐ Metacognition	☑ Flexibility	☑ Precision

Relevance to Work

Effective application of applying creativity in the work environment is essential to the professional graphic designer. This skill should be able to carry over to all vocations.
Students need to understand the difference of creating for themselves and for the client

Unit 4 CAREERS IN GRAPHIC DESIGN	Hours: 15

Performance Assessment(s)

Performance Based Assessment and Portfolios
These will be incorporated into all other assignments as well having their own assignments.

Industry Standards and Competencies

Communications:
  - Demonstrate knowledge of new and emerging technology in communication and showcasing all projects
  - Understand how to communicate with a client
  - Follow directions to produce a product to client specifications

Employability, Leadership, Career Exploration
  - Become aware of the multitude and breadth of career opportunities
  - Demonstrate understanding of industry and college entrance standards for portfolio development
  - Demonstrate understanding to the level of performance required for professional success in commercial and graphic arts
  - Demonstrate leadership in individual, group and community settings
  - Understand the rigors of competition
  - Demonstrate the ability to create and assimilate a professional portfolio
  - Demonstrate the ability to communicate with peers and professionals and to articulate clearly
  - Create and present a professional career portfolio to meet industry standards for entry level employment or articulation to post-secondary training
  - Design and present products at a competitive level
  - Learn and demonstrate personal leadership attributes

Image Development
  - Demonstrate ability to take information from a client and produce a comprehensive rough draft or "Comp

Production
  - Demonstrate the ability to explain and present a portfolio at a professional level
  - Demonstrate proficiency with tools and industry-level technology

Project Development
  - Understand the level of quality expected in related industry
  - Demonstrate the ability to communicate effectively with a client
  - Demonstrate ability to problem solve using design concepts and current technology

EALRs AND GLEs Taught and Assessed in the Standards

Arts

Arts 4.0   The student makes connections within and across the arts to other disciplines, life, cultures and work.
4.1. Demonstrates and analyzes the connections among the arts disciplines.
4.2. Demonstrates and analyzes the connections between the arts and other content areas.
4.3. Understands how the arts impact and reflect lifelong choices.
4.4. Understands how the arts influence and reflect culture/civilization, place and time.
4.5. Understands how arts knowledge and skills are used in the world of work including careers in the arts.

Communications

Communication 1.1: Uses listening and observation skills and strategies to focus attention and interpret information.
1.1.1 Applies a variety of listening strategies to accommodate the listening situation.

1.1.2 Proficiency in this GLE is expected at grade 8.

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.

1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information.

1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.

Health and Fitness

Mathematics

Reading

Science

Social Studies

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Other Skills

Leadership Skills

Leadership 1.0 Individual Skills

1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work related) experiences.

1.2 The student will identify and analyze the characteristics of family, community, business, and industry leaders.

1.3 The student will demonstrate oral, interpersonal, written, and electronic communication and presentation skills and understands how to apply those skills.

1.4 The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions.

1.5 The student will demonstrate self-advocacy skills by achieving planned, individual goals.

1.6 The student will conduct self in a professional manner in practical career applications, organizational forums, and decision-making bodies.

Leadership 3.0 Community and Career Skills

3.1 The student will analyze the roles and responsibilities of citizenship.

3.2 The student will demonstrate social responsibility in family, community, and business and industry.

3.4 The student will understand the organizational skills necessary to be a successful leader and citizen and practices those skills in real-life.

3.7 The student will participate in the development of a program of work or strategic plan and will work to implement the organization's goals.

Employability Skills

SCANS 1.0 The student identifies, organizes, plans and allocates resources

1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules.

SCANS 2.0 The student demonstrates interpersonal skills in working well with others.

2.4: Exercises Leadership

2.5: Negotiates

SCANS 3.0 The student acquires and uses information

3.1: Acquires and evaluates information

3.2: Organizes and maintains information

3.3: Interprets and communicates information

3.4: Uses computers to process information

SCANS 4.0 The student understands complex systems and inter-relationships

4.1: Understands Systems - Knows how social, organizational, and technological systems work and operates effectively with them.

4.2: Monitors and Corrects Performance - Distinguishes trends, predicts impacts on system operations, diagnoses deviations in performance and makes corrections.

4.3: Improves or Designs Systems - Suggests modifications to existing systems and develops new or alternative systems to improve performance.

SCANS 5.0 The student works with a variety of technologies

5.1: Selects Technology - Chooses procedures, tools or equipment including computers and related technologies.

5.2: Applies Technology to Task - Understands overall intent and proper procedures for setup and operation of equipment.

Analytical, Logical, and Creative Thinking Skills

☑ Observe	☑ Cause/Effect	☑ Finding Evidence	☑ Reasoning	☑ Originality
☑ Patterns	☑ Fact/Opinion	☑ Evaluation	☑ Problem Solving	☐ Risking
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☑ Classify	☑ Summary	☐ Inference	☐ Fluency	☐ Attending
☑ Compare/Constrast	☑ Point of View	☑ Conclusion	☐ Elaboration	☑ Persistence
☑ Predict	☑ Analysis	☐ Metacognition	☐ Flexibility	☐ Precision

Relevance to Work

Identify the duties, tasks, work activities of the Graphic Designer
Prepare the student to enter the professional world of work.
Students will make a commitment to their post high school careers deciding what it will take to get into the work force
Students will come up with a plan to follow them through out high school

Unit 5 PRODUCTION OUTPUT AND PORTFOLIOS	Hours: 20

Performance Assessment(s)

Performance Based Assessment and Portfolios
These will be incorporated into all other assignments.

Industry Standards and Competencies

Communications:
  - Understand the importance of the aesthetics of design
  - Understand the abilities and constraints of various media used to communicate visuals and sounds
  - Demonstrate understanding of audience/client needs
  - Demonstrate knowledge of new and emerging technology in communication and showcasing all projects
  - Demonstrate the ability to follow directions in producing a product
  - Understand how to communicate with a client
  - Determine best media to use in a given project
  - Demonstrate the ability to work independently and in collaboration with others in teams to create products
  - Demonstrate the ability to consistently follow directions and create products within given parameters
  - Follow directions to produce a product to client specifications
  - Do effective presentations using current technology

Elements and Principles of Design
  - Demonstrate understanding of elements of design; line, shape, value, texture, color, etc.
  - Demonstrate understanding of principles of design; direction pattern, contrast, etc.
  - Demonstrate knowledge of design criticism and aesthetic development
  - Show understanding of Symmetrical and Asymmetrical design, Typographic design, Craftsmanship, Measurement
  - Show understanding of industry applications of art and typography
  - Create a portfolio that demonstrates depth and breadth of knowledge of principles and elements of design.
  - Demonstrate commercial applications for principles of design
  - Demonstrate sophisticated sense of design and quality in all work
  - Demonstrate a skill in using industry related software (i.e. InDesign, Challenge, etc.)
  - Demonstrate printmaking skills
  - Demonstrate ability to produce projects to meet industry standards; business card design, logo design, letterhead design, resume design, web design, etc.
  - Project presentation; organization, matting, use of color and black and white
  - Demonstrate ability to orally present and describe principles and elements of design in showcasing work.

Employability, Leadership, Career Exploration
  - Become aware of the multitude and breadth of career opportunities
  - Demonstrate understanding of industry and college entrance standards for portfolio development
  - Demonstrate understanding to the level of performance required for professional success in commercial and graphic arts
  - Demonstrate leadership in individual, group and community settings
  - Understand the rigors of competition
  - Demonstrate the ability to create and assimilate a professional portfolio
  - Demonstrate the ability to communicate with peers and professionals and to articulate clearly
  - Create and present a professional career portfolio to meet industry standards for entry level employment or articulation to post-secondary training
  - Design and present products at a competitive level
  - Learn and demonstrate personal leadership attributes

Portfolio Development and Presentation
  - Showing breadth and depth of one's aesthetic understanding in developing a portfolio
  - Show the ability to properly use matting in assembling a portfolio.
  - Create portfolio that shows student's understanding of the elements and principles of design, typography and industry applications as well as the student's artistic interpretation
  - Demonstrate proper matting
  - Use technology as a presentation tool
  - Design, create and present a portfolio of work with a comprehensive display of the elements and principles of design and typography
Production
  - Demonstrates proper and consistent use of the Elements and Principles of Design in all class projects and products
  - Demonstrates the effective use of typography in all products
  - Demonstrate understanding of editorial and advertising layouts
  - Integrate art criticism/art styles and movement in all work
  - Demonstrate understanding of time management and meeting deadlines
  - Demonstrate a professional level of skills in all aspects of the development of a portfolio
  - Demonstrate the ability to explain and present a portfolio at a professional level
  - Demonstrate proficiency with tools and industry-level technology
  - Demonstrate ability to complete all projects on time and at the level of professionalism expected in an industry setting
Project Development
  - Understanding the purposes and applications of storyboarding
  - Understand character archetypes
  - Understand the level of quality expected in related industry
  - Understand the constraints of various mediums in graphic arts
  - Demonstrate the ability to communicate effectively with a client
  - Demonstrate ability to take information from a client and produce a comprehensive rough draft or "Comp"
  - Demonstrate ability to problem solve using design concepts and current technology
  - Become competent in the use of the proper equipment needed for freehand or computer assisted drawing
Technology Tools
  - Acquire a working knowledge of current and emerging software
  - Acquire a working knowledge of current and emerging technology including computers, cameras, scanners, printing devises and other related technology
  - Scan and manipulate images using software applications
  - Organize and present a portfolio
  - Organize and retrieve information and files
  - Become proficient a variety of hardware platforms
  - Become proficient in the use of various software programs used in industry
  - Become proficient in the use of internet and other on-line software
  - Demonstrate the ability to follow local policies and licensing agreements related to internet and software use
  - Demonstrate ability to scan images to be manipulated and used in software applications
  - Become proficient in use of hand-held manipulative devices
  - Demonstrate proficiency in the tools necessary to organize and retrieve files and information

EALRs AND GLEs Taught and Assessed in the Standards

Arts

Arts 1.0   The student understands and applies arts knowledge and skills.

1.1 Understands and applies arts concepts and vocabulary.

1.2 Develops arts skills and techniques.

1.3 Understands and applies arts genres and styles from various artists, cultures, and times.

1.4 Understands and applies audience conventions in a variety of arts settings and performances.

Arts 2.0 The student demonstrates thinking skills using artistic processes.

2.1. Applies a creative process in the arts (dance, music, theatre and visual arts):

  - Identifies audience and purpose.
  - Explores, gathers, and interprets information from diverse sources.
  - Uses ideas, foundations, skills and techniques to develop dance, music, theatre and visual art.
  - Implements choices of arts elements, principles, foundations, skills, and techniques in a creative work.
  - Reflects for the purpose of self-evaluation and improvement of the creative work.
  - Refines work based on feedback, self-reflection, and aesthetic criteria.
  - Presents work to others in a performance, exhibition, and/or production.
  - Develops art works and/or performances using a creative process working towards independence with teacher mentoring.

2.2 Applies a performance process in the arts (dance, music, theatre and visual arts):

  - Identifies audience and purpose of the work and/or performance.
  - Selects artistic resources, materials and/or repertoire to create, perform and present.
  - Analyzes the structure, context and/or aesthetics of the work.
  - Interprets meaning through personal understanding of the work and/or performance.
  - Rehearses, adjusts, and refines through evaluation, reflection and problem solving.
  - Presents, exhibits, and produces work and/or performance for others.
  - Reflects and self-evaluates work and/or performance to set goals.
  - Develops work using a performance process working towards independence with teacher mentoring.

2.3 Applies a responding process to an arts presentation of dance, music, theatre and visual arts):

  - Engages the senses actively and purposefully in perceiving the work.
  - Analyzes the use and organization of elements, principles, foundations, skills and techniques.
  - Interprets meaning based on personal experiences and knowledge.
  - Evaluates and justifies using supportive evidence and aesthetic criteria.
  - Applies a responding process to an arts presentation working towards independence with teacher mentoring.

Arts 3.0 The student communicates through the arts.

3.1 Uses the arts to express and present ideas and feelings.

3.2 Uses the arts to communicate for a specific purpose.

3.3. Develops personal aesthetic criteria to communicate artistic choices.

Communications

Communication 1.1: Uses listening and observation skills and strategies to focus attention and interpret information.

1.1.1 Applies a variety of listening strategies to accommodate the listening situation.

1.1.2 Proficiency in this GLE is expected at grade 8.

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.

1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information.

1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.

Health and Fitness
Mathematics
Reading
Science
Social Studies
Writing

Other Skills

Leadership Skills

Leadership 1.0 Individual Skills

1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work related) experiences.

1.2 The student will identify and analyze the characteristics of family, community, business, and industry leaders.

1.3 The student will demonstrate oral, interpersonal, written, and electronic communication and presentation skills and understands how to apply those skills.

1.4 The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions.

1.5 The student will demonstrate self-advocacy skills by achieving planned, individual goals.

1.6 The student will conduct self in a professional manner in practical career applications, organizational forums, and decision-making bodies.

Leadership 1.0 Individual Skills

2.1 The student will communicate, participate, and advocate effectively in pairs, small groups, teams, and large groups in order to reach common goals.

2.2 The student will demonstrate knowledge of conflict resolution and challenge management.

2.7 The student will demonstrate the ability to train others to understand the established rules and expectations, rationale, and consequences and to follow those rules and expectations.

2.8 The student will demonstrate the ability to incorporate and utilize the principles of group dynamics in a variety of settings

Employability Skills

SCANS 1.0 The student identifies, organizes, plans and allocates resources

1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules.

1.3: Materials and facilities - Acquires, stores, allocates, and uses materials or space efficiently.

SCANS 2.0 The student demonstrates interpersonal skills in working well with others.

2.1: Participates as a member of a team

2.2: Teachers others new skills

2.3: Serves clients/customers

2.4: Exercises Leadership

2.5: Negotiates

2.6: Works with diversity

SCANS 3.0 The student acquires and uses information

3.1: Acquires and evaluates information

3.2: Organizes and maintains information

3.3: Interprets and communicates information

3.4: Uses computers to process information

SCANS 5.0 The student works with a variety of technologies

5.1: Selects Technology - Chooses procedures, tools or equipment including computers and related technologies.

5.2: Applies Technology to Task - Understands overall intent and proper procedures for setup and operation of equipment.

Analytical, Logical, and Creative Thinking Skills

☑ Observe	☑ Cause/Effect	☑ Finding Evidence	☑ Reasoning	☑ Originality
☑ Patterns	☑ Fact/Opinion	☐ Evaluation	☑ Problem Solving	☑ Risking
☑ Sequence	☑ Main Idea	☐ Detect Bias	☐ Goal Setting	☑ Inquisitiveness
☑ Classify	☑ Summary	☐ Inference	☐ Fluency	☑ Attending
☑ Compare/Constrast	☑ Point of View	☑ Conclusion	☐ Elaboration	☑ Persistence
☐ Predict	☑ Analysis	☐ Metacognition	☑ Flexibility	☑ Precision

Relevance to Work

Students are required to present a portfolio to enter the workforce, or to develop further in their education.
Students will start producing their first professional portfolio