

**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

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: 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.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé

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Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers

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Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

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 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.

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- 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.
- 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.