

Career Technical Education (CTE) Course Outline

Course Title:	Graphic Design/3: Layout Design
Course Number:	70-65-62
Date:	July 2024
Industry Sector:	Arts, Media & Entertainment
Pathway:	Design, Visual & Media Arts
CBEDS Title:	Intermediate Graphics Technology
CBEDS Code:	5622
Credits:	10

Hours:

Total
155

Course Description:

This competency-based course is the third in a sequence of three designed for graphic design. It provides students with introduction review, safety, ergonomics, and environmental impact review, layout design principles, layout composition, advertising design, production process, proofreading, editing, and reviewing print proofs, project presentation, and employability skills and resume preparation review. The competencies in this course are aligned with the California High School Academic Content Standards and the California Career Technical Education Model Curriculum Standards.

Prerequisites:	Enrollment requires the successful completion of the Graphic Design/2: Digital Imaging (70-65-56) course and portfolio.
NOTE:	For Perkins purposes this course has been designated as a capstone course. This course cannot be repeated once a student receives a Certificate of Completion
A-G Approval	N/A
Methods of Instruction:	Lecture and discussion, critiques, field trips, guest lectures, training films
Student Evaluation:	Summative: End of section assessments
Industry Certification:	N/A
Recommended Texts:	Chavez, Conrad. <u>Adobe Photoshop Classroom in a Book, 1st Edition (latest release)</u> , Adobe Press Wood, Brian. <u>Adobe Illustrator Classroom in a Book, 1st Edition (latest release)</u> , Adobe Press Anton, Kelly; DeJarld, Tina. <u>Adobe InDesign Classroom in a Book, 1st Edition (latest release)</u> , Adobe Press Kendra, Erika. <u>Adobe Photoshop: The Professional Portfolio, (latest release)</u> , Against the Clock Kendra, Erika. <u>Adobe Illustrator: The Professional Portfolio, (latest release)</u> , Against the Clock
Link to Resource Folder	Employer Advisory Board members CTE Model Curriculum Standards for Arts, Media, and Entertainment: https://www.cde.ca.gov/ci/ct/sf/documents/artsmedia.pdf COMPETENCY CHECKLIST

Approved by: Renny L. Neyra, Executive Director

COMPETENCY AREAS AND STATEMENTS	MINIMAL COMPETENCIES	STANDARDS
<p>A. INTRODUCTION REVIEW</p> <p>Understand the career opportunities available and define the scope and purpose of graphic design.</p> <p>(2 hours)</p>	<ol style="list-style-type: none"> 1. Review the scope and purpose of the course. 2. Review, compare, and list personal goals for course. 3. Review classroom policies and procedures. 4. Review and recognize the importance of ethics, teamwork, responsibility skills, respecting individual and cultural differences and diversity in the workplace. 5. Review the importance of prioritizing work. 6. Review the opportunities available for promoting gender equity and the representation of non-traditional populations in the industry. 7. Review, identify, research, and draw conclusions on the different career paths, occupations, employment outlook, career advancements. 8. Review the job responsibilities and skills required of a graphic artist based on specialty field(s). 9. Review the value of developing effective customer service skills when selling/marketing a service/product. 10. Review, explain, and research client confidentiality, propriety information, software copyright laws using multiple sources. 11. Define and review the following: <ol style="list-style-type: none"> a. resources b. management c. sustainability 12. Review and list the effective management of the following resources in graphic design: <ol style="list-style-type: none"> a. time b. materials c. personnel 	<p>Career Ready Practice: 1, 2, 3, 4, 7, 8, 9, 11</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.6 Career Planning & Management: 3.1, 3.2, 3.3, 3.4, 3.5, 3.9 Technology: 4.1, 4.2, 4.3, 4.4 Responsibility & Flexibility: 7.1, 7.2, 7.3, 7.4, 7.7 Ethics & Legal Responsibilities: 8.2, 8.3, 8.4, 8.5, 8.6, 8.7 Leadership & Teamwork: 9.3, 9.6 Technical Knowledge & Skills: 10.1, 10.2</p> <p>CTE Pathway: A8.1</p>
<p>B. SAFETY, ERGONOMICS AND</p>	<ol style="list-style-type: none"> 1. Review ergonomics. 	

<p>ENVIRONMENTAL IMPACT REVIEW</p> <p>Understand safety principles in graphic design.</p> <p>(2 hours)</p>	<ol style="list-style-type: none"> 2. Review and demonstrate sound ergonomic practices in organizing one’s workspace to include: <ol style="list-style-type: none"> a. causes, effects, and preventive measures for repetitive strain injuries b. benefits of periodic breaks to stretch and relax involving wrists, neck, and shoulders 3. Review how each of the following insures a safe workplace: <ol style="list-style-type: none"> a. employees’ rights as they apply to job safety b. employees’ obligations as they apply to safety c. safety laws applying to tools and equipment 4. Review and practice proper safety in the workplace. 5. Review health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies. 6. Review and demonstrate proper disposal of inks and responsible consumption of paper and its environmental impact in the graphic design industry. 7. Pass the safety test with 100% accuracy. 	<p>Career Ready Practice: 1, 2, 10, 12</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.6 Health & Safety: 6.3, 6.4, 6.5, 6.6 Technical Knowledge & Skills: 10.1, 10.2 Demonstration & Application: 11.1</p> <p>CTE Pathway: A8.7</p>
<p>C. LAYOUT DESIGN PRINCIPLES</p> <p>Understand the fundamentals of layout design.</p>	<ol style="list-style-type: none"> 1. Describe the following: <ol style="list-style-type: none"> a. fundamental layout principles b. strategies c. tactical principles 2. Define the following media: <ol style="list-style-type: none"> a. static b. motion 3. Describe and demonstrate composition techniques using: <ol style="list-style-type: none"> a. white space b. eye flow 4. Describe and demonstrate fast conceptualization and prototyping. 5. Describe and demonstrate the following principles of design: <ol style="list-style-type: none"> a. balance b. unity c. emphasis 	<p>Career Ready Practice: 1, 2, 4, 10</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.5 Technology: 4.2 Technical Knowledge & Skills: 10.1, 10.3</p>

<p>(20 hours)</p>	<ul style="list-style-type: none"> d. contrast e. movement f. rhythm g. pattern <ul style="list-style-type: none"> 6. Describe and demonstrate project management strategies. 7. Pass a layout design principles assessment with an 80% score or higher. 	<p>Demonstration & Application: 11.1</p> <p>CTE Pathway: A1.1, A1.2, A1.3, A2.1, A8.1, A8.4</p>
<p>D. LAYOUT COMPOSITION</p> <p>Learn the techniques of layout composition using Adobe InDesign.</p>	<ul style="list-style-type: none"> 1. Review the definition of vector-based and raster-based images. 2. Review the use of tools and techniques in Adobe InDesign. 3. Review the process of importing graphics into layout design. 4. Define readability and explain the importance in composition. 5. Show and research the uses of art and illustration in the following media: <ul style="list-style-type: none"> a. magazines b. posters c. direct mail d. catalogs e. brochures f. flyers 6. Prepare a finished color layout composition and save in the portfolio. 7. Describe, review, and compare typographical elements and their use. 8. Demonstrate how to correctly identify typefaces and their size measurements. 9. Demonstrate how to work with style sheets. 10. Demonstrate how to use templates. 11. Demonstrate the use of parent pages. 12. Demonstrate how to utilize advanced type techniques. 13. Demonstrate font management techniques. 14. Show proper file management and organization. 15. Review color systems. 16. Review the following techniques used in Adobe InDesign: <ul style="list-style-type: none"> a. image handling b. formatting c. resizing 	<p>Career Ready Practice: 1, 2, 4, 5, 10, 11</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.5 Technology: 4.1, 4.2, 4.5 Problem Solving & Critical Thinking: 5.3 Technical Knowledge & Skills: 10.1, 10.3 Demonstration & Application: 11.1, 11.5</p> <p>CTE Pathway: A1.1, A1.2, A1.3, A1.5, A1.6, A2.1, A2.5, A2.7, A2.9, A3.1, A5.1, A5.6, A8.1, A8.2, A8.4</p>

(60 hours)	<ul style="list-style-type: none"> d. text management e. page layout f. layers g. toolbox h. color management i. printing <p>17. Use Adobe InDesign to lay out the following:</p> <ul style="list-style-type: none"> a. a full-color poster design b. a full-color package design <p>18. Pass a layout composition assessment with an 80% score or higher.</p>	
<p>E. ADVERTISING DESIGN</p> <p>Learn the benefits and techniques of advertising.</p>	<ol style="list-style-type: none"> 1. Define and explain the purpose of advertising and discuss different advertising tactics. 2. Describe the importance of knowing the audience in advertising design. 3. Discuss and research effective advertising campaigns. 4. Describe the development of an advertising proposal. 5. Describe and demonstrate advertisement planning for the following media: <ul style="list-style-type: none"> a. print b. web c. promotional items 6. Discuss the advantages and disadvantages of the following online and print communications and create one example from each category: <ul style="list-style-type: none"> a. social media ad, web banner, or e-blast b. billboard, bus shelters, or benches 7. Work as part of a team to develop an advertising campaign for a product or promotion. 8. Pass an advertising design assessment with an 80% score or higher. 	<p>Career Ready Practice: 1, 2, 3, 4, 5, 9, 10, 11</p> <p>CTE Anchor: Academics 1.0 Communications: 2.1, 2.3, 2.5 Technology: 4.1, 4.2, 4.3, 4.5 Problem Solving & Critical Thinking: 5.3 Leadership & Teamwork: 9.3 Technical Knowledge & Skills: 10.1, 10.3 Demonstration & Application: 11.1, 11.5</p> <p>CTE Pathway:</p>

(30 hours)		A1.1, A1.6, A2.1, A2.4, A2.5, A2.6, A2.7, A2.8, A2.9, A5.1, A5.6, A7.1, A7.2, A8.1, A8.2, A8.4
<p>F. PRODUCTION PROCESS</p> <p>Understand and apply the production and creative process.</p>	<ol style="list-style-type: none"> 1. Describe the importance of working together as a team. 2. Generate brainstorming techniques and fast prototyping techniques. 3. Produce written proposals and treatments. 4. Describe the process of developing a creative brief. 5. Produce and save in a portfolio hand-drawn or computer-generated comps/idea boards. 6. Describe pre-production and production planning. 7. Write a production report and save it in the portfolio. 8. Define preflight and describe the following methods: <ol style="list-style-type: none"> a. manual preflight b. automated preflight 9. Describe post-production. 10. Describe delivery/signing off. 11. Demonstrate the revision process to make informed decisions. 12. Describe the final delivery. 13. Pass a production process assessment with an 80% score or higher. 	<p>Career Ready Practice: 1, 2, 4, 5, 9, 10</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.4, 2.5 Technology: 4.1, 4.2 Problem Solving & Critical Thinking: 5.4 Leadership & Teamwork: 9.3, 9.7 Technical Knowledge & Skills: 10.1, 10.3 Demonstration & Application: 11.1, 11.5</p> <p>CTE Pathway: A1.1, A2.1, A2.5, A2.6, A4.6, A5.6, A8.1, A8.2, A8.5</p>
(15 hours)		
<p>G. PROOFREADING, EDITING, AND</p>		

<p>REVIEWING PRINT PROOFS</p> <p>Understand the importance of proofreading, editing, and proofing artwork from the printer.</p> <p>(10 hours)</p>	<ol style="list-style-type: none"> 1. Discuss the importance of press checks and understanding of basic commercial printing terminology. 2. Identify techniques used in correcting copy to resolve errors and make informed decisions. 3. Work in teams and check proofs against three originals using the following criteria: <ol style="list-style-type: none"> a. type size b. type alignment c. aesthetic use of typography d. correct wording e. correct spelling f. correct punctuation g. correct color space 4. Save corrected proofs and originals in the portfolio. 5. Interact with the client to sign for final approval. 6. Pass a proofreading, editing, and reviewing print proofs assessment with an 80% score or higher. 	<p>Career Ready Practice: 1, 2, 4, 5, 9</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.4, 2.5 Technology: 4.1, 4.2 Problem Solving & Critical Thinking 5.2, 5.4 Leadership & Teamwork: 9.3 Technical Knowledge & Skills: 10.3 Demonstration & Application: 11.5</p> <p>CTE Pathway: A8.1, A8.2, A8.5</p>
<p>H. PROJECT PRESENTATION</p> <p>Understand the proper presentation techniques to include in a digital portfolio.</p>	<ol style="list-style-type: none"> 1. Discuss effective presentation skills. 2. Discuss and list different types of presentation techniques. 3. Prepare presentation materials to save a digital portfolio. 4. Demonstrate how to print, trim, and fold a full-size mockup of one piece from the portfolio. 5. Deliver a portfolio presentation or a sales presentation to the class and solicit feedback from other students. 	<p>Career Ready Practice: 1, 2, 4, 10</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.4, 2.5 Technology:</p>

<p>(10 hours)</p>	<p>6. Pass a project presentation assessment with an 80% score or higher.</p>	<p>4.1, 4.2 Technical Knowledge & Skills: 10.3 Demonstration & Application: 11.1, 11.5</p> <p>CTE Pathway: A1.2, A1.4, A2.1, A2.2, A2.5, A2.6, A2.9, A4.4, A4.6, A5.5, A5.6, A7.2, A8.1, A8.2, A8.3, A8.4, A8.7</p>
<p>I. EMPLOYABILITY SKILLS AND RESUME PREPARATION REVIEW</p> <p>Understand, apply, and evaluate employability skills and resume preparation.</p>	<p>1. Review and define employer requirements for soft skills such as:</p> <ul style="list-style-type: none"> a. attitude toward work b. communication and collaboration c. critical thinking, problem solving, and decision-making d. customer service e. diversity in the workplace f. flexibility and adaptability g. interpersonal skills h. leadership and responsibility i. punctuality and attendance j. quality of work k. respect, cultural and diversity differences l. teamwork m. time management n. trust and ethical behavior o. work ethic <p>2. Review a career plan that reflects career interests, pathways, and post-secondary options.</p>	<p>Career Ready Practice: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12</p> <p>CTE Anchor: Communications: 2.1, 2.4, 2.5 Career Planning & Management: 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9 Technology: 4.3, 4.5 Problem Solving & Critical Thinking: 5.4 Health & Safety: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7</p>

(6 hours)	<ol style="list-style-type: none"> 3. Revise a resume, cover letter and/or portfolio. 4. Review, analyze, research, and review the role of online job searching platforms and career websites to make informed decisions. 5. Review the importance of assessing social media account content for professionalism. 6. Review and complete and/or review an on-line job application. 7. Review and demonstrate interview skills to get the job: <ol style="list-style-type: none"> a. do's and don'ts for job interviews b. how to dress for the job 8. Review and create sample follow-up letters. 9. Review the importance of the continuous upgrading of job skills as it relates to: <ol style="list-style-type: none"> a. certification, licensure, and/or renewal b. professional organizations/events c. industry associations and/or organized labor 	<p>Responsibility & Flexibility: 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8</p> <p>Ethics & Legal Responsibilities: 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7</p> <p>Leadership & Teamwork: 9.1, 9.6, 9.7</p> <p>Technical Knowledge & Skills: 10.1, 10.2, 10.3, 10.4</p> <p>Demonstration & Application: 11.1, 11.2, 11.3, 11.4, 11.5</p> <p>CTE Pathway: A2.5, A2.6, A2.7, A2.9, A5.5, A5.6, A5.7, A8.2</p>
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Ana Martinez, Samuel Limon Orozco, Shannon Scott, Harlan West