LAUSD Division of Adult and Career Education

Career Technical Education (CTE) Course Outline

Course Title:	Graphic Design/1: Fundamentals
Course Number:	70-65-52
Date:	July 2024
Industry Sector:	Arts, Media & Entertainment
Pathway:	Design, Visual & Media Arts
CBEDS Title:	Intermediate Graphics Technology
CBEDS Code:	5622
Credits:	15

Hours:	**Total**
	180

Course Description:

This competency-based course is the first in a sequence of three designed for graphic design. It provides technical instruction and practical experience in introduction, safety, ergonomics and environmental impact, principles and techniques, digital imaging application fundamentals, typography, color theory, vector graphics, conceptualization, logo design and branding, layout design fundamentals, and employability skills and resume preparation. 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:	A minimum reading level of 6.0 as measured by the CASAS GOALS reading comprehension test. A basic knowledge of computer skills.
NOTE:	For Perkins purposes this course has been designated as a **introductory** 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</u> (latest release), Adobe Press Wood, Brian. <u>Adobe Illustrator Classroom in a Book, 1st Edition</u> (latest release), Adobe Press Anton, Kelly; DeJarld, Tina. <u>Adobe InDesign Classroom in a Book,</u> 1st Edition (latest release), Adobe Press Kendra, Erika. <u>Adobe Photoshop: The Professional Portfolio</u>, (latest release), Against the Clock Kendra, Erika. <u>Adobe Illustrator: The Professional Portfolio,</u> (latest release), Against the Clock Kendra, Erika. <u>Adobe InDesign: The Professional Portfolio,</u> (latest release), Against the Clock
Link to Resource Folder	Employer Advisory Board members CTE Model Curriculum Standards for Arts, Media, and Entertainment: http://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

A. INTRODUCTION
 	
Understand the career opportunities available and define the scope and purpose of graphic design.
 	
(2 hours)
	1. Describe the scope and purpose of the course.
	2. Identify, compare, and list personal goals for course.
	3. Describe classroom policies and procedures.
	4. Explain and recognize the importance of ethics, teamwork, responsibility skills, respecting individual and cultural differences and diversity in the workplace.
	5. Describe the importance of prioritizing work.
	6. Discuss the opportunities available for promoting gender equity and the representation of non-traditional populations in the industry.
	7. Discuss, identify, research, and draw conclusions on the different career paths, occupations, employment outlook, career advancements.
	8. Describe the job responsibilities and skills required of a graphic artist based on specialty field(s).
	9. Describe the value of developing effective customer service skills when selling/marketing a service/product.
	10. Describe, explain, and research client confidentiality, proprietary information, software copyright laws using multiple sources.
	11. Define the following:
	  a. resources
	  b. management
	  c. sustainability
	12. Describe and list the effective management of the following resources in graphic design:
	  a. time
	  b. materials
	  c. personnel
		Career Ready Practice:
		1, 2, 3, 4, 7, 8, 9, 11
		
		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
		
		CTE Pathway:
		A8.1

B. SAFETY, ERGONOMICS AND	1. Define ergonomics.	

ENVIRONMENTAL IMPACT
 	
Understand safety principles in graphic design.
	2. Describe and demonstrate sound ergonomic practices in organizing one's workspace to include:
	  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. Discuss how each of the following insures a safe workplace:
	  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. Describe and practice proper safety in the workplace.
	5. Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies.
	6. Explain and demonstrate proper disposal of inks and responsible consumption of paper and its environmental impact in the graphic design industry.
		Career Ready Practice:
		1, 2, 10, 12
		
		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
		
		CTE Pathway:
		A8.7

(2 hours)	7. Pass the safety test with 100% accuracy.	

C. PRINCIPLES AND TECHNIQUES
 	
Understand, apply, and evaluate the fundamental principles and techniques of graphic design.
	1. Define graphic design.
	2. Describe the graphic design environment.
	3. Define graphic design hardware:
	  a. computer
	  b. graphics tablet
	  c. scanners and printers
	  d. storage devices
	4. Define and demonstrate graphic design software:
	  a. operating system(s)
	  b. design software
	5. Explain how changes in technology might change the role and function of software applications.
	6. Define and explain file formats.
	7. Demonstrate file management:
	  a. save a file
	  b. naming conventions
		Career Ready Practice:
		1, 2, 4, 5, 10, 11
		
		CTE Anchor:
		Academics: 1.0
		Communications: 2.1, 2.3, 2.5
		Technology: 4.1, 4.2, 4.3
		Problem Solving & Critical Thinking: 5.4

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c. backing up files
d. transferring files
e. unzipping/decompressing files
f. zipping/compressing files
g. file formats
8. Define and explain the purpose of a portfolio.
9. Define basic graphic design terms.
10. Identify and describe the basic graphic design principles.
11. Explain and research the differences between print design and digital media design.
12. Describe the various file formats in graphic design to interpret information and draw conclusions to make informed decisions.
13. Explain the differences in a variety of current printing methods.
14. Pass a principles and techniques assessment with an 80% score or higher.
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Technical Knowledge & Skills:
10.1
Demonstration & Application:
11.1

CTE Pathway:
A1.1, A5.4
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<tr><td>(10 hours)</td><td></td><td></td></tr>
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D. DIGITAL IMAGING APPLICATION FUNDAMENTALS

Understand and apply the features of and procedures for various types of digital imaging software.
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1. Define the following:
a. digital imaging
b. image sizing
c. rotating
d. placement
e. reflecting
f. coloring
g. texturing
h. filter usage
2. Describe the importance of each of the following digital imaging applications in graphic design:
a. Adobe Photoshop
b. Adobe Illustrator
c. Adobe InDesign
3. Describe and demonstrate the techniques used in importing photo images.
4. Distinguish between the following types of computer-generated images:
a. raster
b. vector
5. Demonstrate the use of the following tools and procedures in Adobe Photoshop:
a. image sizing
</td><td>
Career Ready Practice:
1, 2, 4, 10

CTE Anchor:
Academics:
1.0
Communications:
2.1, 2.3
Technology:
4.1, 4.2
Responsibility & Flexibility:
7.5
Technical Knowledge & Skills:
10.1, 10.3
Demonstration & Application:
11.1, 11.5
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	b. rotating c. placement d. reflecting e. coloring f. texturing g. filters 6. Prepare files for final output to include in the portfolio. 7. Pass a digital imaging application fundamentals assessment with an 80% score or higher.	**CTE Pathway:** A1.1, A1.2, A1.3, A2.1, A2.5, A2.6, A2.9, A8.1, A8.2
(36 hours)		
E. TYPOGRAPHY Understand and apply the fundamentals of typography.	1. Define typography. 2. Describe and research the history and anatomy of typography. 3. Describe and demonstrate the general use of formatting type to include accurate spelling and grammar. 4. Communicate and interpret information and ideas effectively using a variety of media and formats to make informed decisions regarding the selection of typography. 5. Form teams to create messaging about social trends such as clean air or recycling using typography. 6. Describe and compare the features of the different types and families of fonts. 7. Describe and apply best practices for effective typography in design. 8. Review the work of artists to discover how typography is used effectively. 9. Create a project-based portfolio using the common graphic design principles. 10. Pass a typography assessment with an 80% score or higher.	**Career Ready Practice:** 1, 2, 4, 5, 7, 9, 10, 11 **CTE Anchor:** Academics: 1.0 Communications: 2.1, 2.3, 2.4, 2.5 Technology: 4.1, 4.2, 4.3, 4.5 Problem Solving & Critical Thinking: 5.4 Responsibility & Flexibility: 7.5, 7.8 Leadership & Teamwork: 9.3, 9.7 Technical Knowledge & Skills: 10.1, 10.3 Demonstration & Application: 11.1, 11.5

(15 hours)		**CTE Pathway:** A1.2, A1.3, A1.9, A2.2, A2.5, A2.6, A2.9, A5.6, A8.1

F. COLOR THEORY
 	
Understand the fundamentals of color management.
 	
(6 hours)
	1. Describe the specific properties of color.
	2. Identify the different types of colors.
	3. Describe the color wheel.
	4. Describe and demonstrate combination of colors which reflect the following classifications to include its social impact:
	  a. primary
	  b. secondary
	  c. tertiary
	  d. complementary
	  e. analogous colors
	5. Describe how to achieve color contrast.
	6. Describe and compare the features of the following color systems:
	  a. Cyan-Magenta-Yellow-Black (CMYK)
	  b. Red-Green-Blue (RGB)
	  c. Web safe color
	  d. Spot color
	7. Identify the tools and resources available in developing a color palette.
	8. Describe the techniques used in developing a color palette.
	9. Describe and apply best practices for effective color theory in design.
	10. Pass a color theory assessment with an 80% score or higher.
		Career Ready Practice:
		1, 2, 4, 7, 10, 12
		
		CTE Anchor:
		Academics:
		1.0
		Communications:
		2.1, 2.3, 2.5
		Technology:
		4.2, 4.5
		Responsibility & Flexibility:
		7.8
		Demonstration & Application:
		11.1
		
		CTE Pathway:
		A1.3, A3.3

G. VECTOR GRAPHICS
 	
Understand, apply, and evaluate the fundamental elements of illustration.
	1. Define vector graphics.
	2. Research, analyze, and compare examples of art and illustration used by artist from the following media:
	  a. magazines
	  b. social media
	  c. direct mail
	  d. brochures
	  e. flyers
	  f. posters
		Career Ready Practice:
		1, 2, 4, 7, 10, 11
		
		CTE Anchor:
		Academics:
		1.0
		Communications:
		2.1, 2.3, 2.4

	3. Define each of the following as it relates to the Adobe Illustrator program:
	  a. illustration
	  b. vector-based image
	  c. raster or bitmap image
	  d. toolbox
	  e. text tools
	  f. transform tools
	  g. layer
	  h. color management
	  i. path
	4. Demonstrate and compare the use of each of the following tools and procedures in Adobe Illustrator:
	  a. toolbox
	  b. layers
	  c. panels
	  d. color management
	  e. transform tools
	  f. image sizing
	  g. rotating
	  h. reflecting
	  i. paths
	  j. placement
	  k. effects
	  l. printing
	5. Examine sketching techniques for use in Adobe Illustrator.
	6. Demonstrate importing procedures to Adobe Illustrator.
	7. Prepare files for final output to include accurate spelling, grammar, and format.
	8. Prepare and save in the portfolio a finished-color illustration from Adobe Illustrator.
	9. Pass a vector graphics assessment with an 80% score or higher.
		Technology:
		4.1, 4.2, 4.3, 4.6
		Responsibility & Flexibility:
		7.5
		Ethics & Legal Responsibilities:
		8.6
		Technical Knowledge & Skills:
		10.1, 10.3
		Demonstration & Application:
		11.1, 11.5
		
		CTE Pathway:
		A1.1, A1.2, A1.3, A1.4, A1.5, A1.6, A1.7, A1.8, A1.9, A2.1, A2.2, A2.3, A2.4, A2.5, A2.6, A2.7, A2.8, A2.9, A5.6, A8.1, A8.2, A8.4

(30 hours)		

H. CONCEPTUALIZATION
 	
Understand and apply the conceptualization
	1. Define the following:
	  a. conceptualization
	  b. composition
	  c. fast visualization
	2. Describe and demonstrate sketching techniques.
		Career Ready Practice:
		1, 2, 4, 10
		
		CTE Anchor:

of ideas and images through sketching.	3. Describe and demonstrate composition and visualization.
	4. Describe creative idea development.
	5. Introduce the importance of:
	  a. the "visual eye"
	  b. the "critical eye"
	  c. the "analytical eye"
	6. Describe and apply best practices for effective conceptualization in design.
	7. Pass a conceptualization assessment with an 80% score or higher.
		Academics:
		1.0
		Communications:
		2.1, 2.3, 2.5
		Technology:
		4.2
		Responsibility & Flexibility:
		7.1, 7.5
		Ethics & Legal Responsibilities:
		8.1, 8.6
		Technical Knowledge & Skills:
		10.1
		Demonstration & Application:
		11.1
		
		CTE Pathway:

(10 hours)		A1.2, A2.1, A2.3, A2.6, A8.1
I. LOGO DESIGN & BRANDING Understand, apply, and evaluate the fundamental elements of logo design and branding.	1. Define logo design and branding. 2. Explain and research the necessity of readability for graphics in a logo design. 3. Research the history of a corporation to design an effective logo. 4. Explain the legal and responsible use of digital media in logo design. 5. Produce three logo designs using Adobe Illustrator and solve predictable and unpredictable work-related problems when using logos under different media. 6. Demonstrate and interpret information on how the logo created reflects the corporate image. 7. Save the three logo designs in the portfolio. 8. Produce the following stationery as part of the portfolio: a. business card	**Career Ready Practice:** 1, 2, 4, 5, 10, 11 **CTE Anchor:** Academics: 1.0 Communications: 2.1, 2.3, 2.6 Technology: 4.1, 4.2 Problem Solving & Critical Thinking: 5.2, 5.4

	b. letterhead c. envelope 9. Pass a logo and branding design assessment with an 80% score or higher.	Technical Knowledge & Skills: 10.1, 10.3 Demonstration & Application: 11.1, 11.5 **CTE Pathway:** A1.2, A1.3, A1.5, A1.9, A2.1, A2.2, A2.5, A2.6, A2.9, A3.1, A5.6, A8.1, A8.2
(25 hours)		

J. LAYOUT DESIGN FUNDAMENTALS
 	
Understand and apply fundamentals of layout and publication design.
	1. Describe the steps in using InDesign.
	2. Apply spell check and grammar check to a document.
	3. Describe and demonstrate the manipulation of text and graphics in InDesign.
	4. Describe and demonstrate layout techniques.
	5. Describe and demonstrate the techniques used in importing text into layouts.
	6. Demonstrate the use of the following tools and procedures in Adobe InDesign that clarify various points of view to solve problems:
	  a. text management
	  b. page layout
	  c. layers
	  d. toolbox
	  e. color management
	  f. graphics management
	  g. publication management
	  h. printing, bleed, safety guides, trim
	7. Produce and save to portfolio each of the following:
	  a. one full-color magazine ad
	  b. one flyer design
	8. Prepare files for final output to include in the portfolio.
	9. Pass a layout design fundamentals assessment with an 80% score or higher.
		Career Ready Practice:
		1, 2, 4, 5, 10
		
		CTE Anchor:
		Academics:
		1.0
		Communications:
		2.1, 2.3, 2.4
		Technology:
		4.1, 4.2
		Problem Solving & Critical Thinking:
		5.1
		Responsibility & Flexibility:
		7.1
		Ethics & Legal Responsibilities:
		8.1
		Technical Knowledge & Skills:
		10.3

		Demonstration & Application: 11.1, 11.5
		CTE Pathway: A1.2, A1.3, A2.5, A2.6, A2.7, A2.9, A5.6, A8.1, A8.2
(40 hours)		

K. EMPLOYABILITY SKILLS AND RESUME PREPARATION
 	
Understand, apply, and evaluate employability skills and resume preparation.
	1. Understand and define employer requirements for soft skills such as:
	  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
	2. Develop a career plan that reflects career interests, pathways, and post-secondary options.
	3. Create/revise a resume, cover letter and/or portfolio.
	4. Demonstrate, analyze, research, and review the role of online job searching platforms and career websites to make informed decisions.
		Career Ready Practice: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
		
		CTE Anchor: Academics: 1.0 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 Responsibility & Flexibility: 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8 Ethics & Legal Responsibilities:

	5. Understand the importance of assessing social media account content for professionalism.	8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7 Leadership & Teamwork: 9.1, 9.6, 9.7 Technical Knowledge & Skills: 10.1, 10.2, 10.3, 10.4 Demonstration & Application: 11.1, 11.2, 11.3, 11.4. 11.5
	6. Demonstrate and complete and/or review an on-line job application.	

	7. Understand and demonstrate interview skills to get the job:
	   a. do's and don'ts for job interviews
	   b. how to dress for the job	

	8. Demonstrate and create sample follow-up letters.	

(4 hours)	9. Understand the importance of the continuous upgrading of job skills as it relates to:
	   a. certification, licensure, and/or renewal
	   b. professional organizations/events
	   c. industry associations and/or organized labor
		CTE Pathway:
		A2.5, A2.6, A2.7, A2.9, A5.5, A5.6, A5.7, A8.2

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Ana Martinez, Samuel Limon Orozco, Shannon Scott, Harlan West