

# Graphic Design, Graphic Arts Production, Digital Communications

## ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY

- 1.1 Research the role of the media industry and its impact on society and the economy
- 1.2 Investigate the history and evolution of media and emerging technology
- 1.3 Identify factors that contribute to the success of media businesses and freelance/contract providers
- 1.4 Examine the impact of social media on the media industry
- 1.5 Identify key factors to be considered in launching a media business
- 1.6 Examine how the relationship among marketing, sales, and production affects profitability
- 1.7 Describe how production processes and cycles affect media businesses
- 1.8 Determine costing projections for various media objectives and/or functions
- 1.9 Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs
- 1.10 Describe how ethics, hype, and content influence media products
- 1.11 Identify industry safety standards
- 1.12 Describe multiple distribution platforms that are in compliance with the American Disability Act

## INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT

- 2.1 Identify current legal issues in media professions
- 2.2 Explain plagiarism and its effects in business
- 2.3 Define the establishment of a copyright
- 2.4 Discuss rights and implications of copyright law

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**2.5 Examine intellectual property law and its ramifications**

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**2.6 Explain the establishment of a trade name and trademark**

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**2.7 Explain fair use in relation to legal and regulatory considerations**

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**DEMONSTRATE VERBAL  
AND NONVERBAL  
COMMUNICATION  
SKILLS REQUIRED BY  
THE MEDIA INDUSTRY**

**3.1 Use industry terminology appropriately in the work environment**

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**3.2 Use effective communication techniques to obtain accurate information from sources, audiences, and clients**

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**3.3 Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations**

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**3.4 Practice active listening skills appropriate to the medium/media**

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**DEMONSTRATE  
WRITTEN  
COMMUNICATION  
SKILLS REQUIRED BY  
THE MEDIA INDUSTRY**

**4.1 Use professional etiquette for web-, email-, and social-media-based communications**

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**4.2 Conduct formal and informal research to collect information**

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**4.3 Verify the accuracy of information**

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**4.4 Verify the authority of sources**

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**4.5 Identify the purpose, content, and audience for communications**

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**4.6 Select the appropriate medium/media for distribution of communications**

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**4.7 Format communications for the purpose, audience, and medium/media**

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**4.8 Use editing skills when reviewing communications**

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**4.9 Use proofing skills and check the spelling when reviewing communications**

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**UTILIZE COMPUTER  
APPLICATIONS TO  
MANAGE MEDIA**

**5.1 Use appropriate electronic publishing software and output devices**

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**5.2 Apply essential commands and knowledge of computer operating systems**

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**5.3 Apply computer file management techniques**

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**5.4 Use the Internet for file transfer**

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**5.5 Select the format for digital delivery**

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**5.6 Use and care for equipment and related accessories**

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**5.7 Describe the functionality of the internet, intranet, and extranet in the media environment**

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**5.8 Explain methods of protecting a computer against computer threats**

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**APPLY KNOWLEDGE OF  
DATA CAPTURE AND  
MANIPULATION**

**6.1 Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards)**

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**6.2 Select appropriate resolutions for data capture**

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**6.3 Capture and transfer still image, audio, and moving image content**

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**6.4 Archive and manage data for media applications**

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**ENGAGE IN PRE-  
PRODUCTION/PLANNING  
PHASE OF PRODUCT  
CREATION IN  
GRAPHIC/WEB DESIGN**

**7.1 Determine the difference between art and design**

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**7.2 Identify the basic principles of Graphic Design (balance, emphasis, movement, unity, contrast, and simplicity)**

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**7.3 Identify the basic elements of Graphic Design (line, shape, pattern, space, size, form, and color)**

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**7.4 Identify basic typography categories (serif, sans serif, script, display), their basic structure, and how and when to use them**

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**7.5 Describe additive and subtractive colors, hue, tint, value, and shade**

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**7.6 Describe the importance of color selection in connection with target audience, including the color wheel, color schemes, and the psychology of color**

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**7.7 Differentiate between the color gamuts (RGB, CMYK, Spot Color, grayscale and hex color, and explain how they relate to the web and printing industries)**

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**7.8 Demonstrate an understanding of the differences between vector and raster images**

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**7.9 Use the creative process, including research, and brainstorming**

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**7.10 Present a workflow outline for a project from start to finish**

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**7.11 Work in a team to plan a larger project**

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**7.12 Identify the target audience for a project**

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**7.13 Differentiate the type, use, and care of digital cameras and accessories, including basic lighting equipment**

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**7.14 Understand file size and ppi formats (i.e., BMP, TIFF, JPEG, RAW) and the selection of the appropriate camera format for a given situation and end usage requirements**

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- 7.15** Plan and prepare an outdoor and an indoor photo shoot according to a client's needs, including setting up the necessary equipment

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  - 7.16** Understand and compare the different common printing processes (offset, digital, web, screen printing, flexography, gravure and thermography, their market segments and the advantages/disadvantages of each)

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  - 7.17** Explore paper options for a job, including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch

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  - 7.18** Understand usability and design criteria for use on web and mobile devices, including navigation, sizing, and format
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**IMPLEMENT PLAN(S)  
FOR ACQUIRING OR  
CREATING A PRODUCT  
IN ACCORDANCE WITH  
PRODUCTION PHASE  
TASKS IN GRAPHIC/WEB  
DESIGN**

- 8.1** Define the kinds of industry standard software and what they should be used for: photo manipulation, drawing, and page layout

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  - 8.2** Use the creative process, including developing multiple design ideas to determine the best solution for a product

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  - 8.3** Apply knowledge of design principles, elements, typography, and color relationships to projects

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  - 8.4** Produce single and multi-color projects

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  - 8.5** Create vector illustrations using layers, shape, line, and typography

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  - 8.6** Enhance and edit raster images using layers, transparencies, masking, selection tools, editing tools, color correction, filters, and special effects of industry standard photo manipulation software

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  - 8.7** Create single and multi-page products using industry standard layout software and/or online, according to specifications

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  - 8.8** Demonstrate type specifics, alignment, and appropriate use of margins, columns, grids bleeds, and styles

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  - 8.9** Execute an outdoor and an indoor photo shoot according to a client's needs, including setting up the necessary equipment

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  - 8.10** Work in a team to produce a larger project

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  - 8.11** Post content to an active website
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**PERFORM TASKS IN  
POST-PRODUCTION  
PHASE OF PRODUCT  
REFINEMENT IN  
GRAPHIC/WEB DESIGN**

- 9.1** Use the creative process, including editing/revising a product to meet a client's needs

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- 9.2** Compare color reproduction on the monitor and a printed substrate

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- 9.3** Evaluate a product for target audience and end use

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#### **9.4 Work in a team to edit/revise a larger project**

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**DELIVER/DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN GRAPHIC/WEB DESIGN**

**10.1 Use the creative process, including publishing a product**

**10.2 Understand various file formats and list the advantages/disadvantages of each**

**10.3 Define preflighting and its purpose**

**10.4 Package a file for printing**

**10.5 Explore binding and finishing options, to include imposition**

**10.6 Optimize and post a finished product to an active website**

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**MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN GRAPHIC/WEB DESIGN**

**11.1 Critique a project throughout every phase of production for accuracy, end-usage, and audience**

**11.2 Review a project workflow after completion and determine areas of improvement**

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**PRESENT PRODUCT(S) TO SELECTED AUDIENCE(S) USING MEDIA IN GRAPHIC/WEB DESIGN**

**12.1 Discuss the importance of "dress for success"**

**12.2 Demonstrate proper etiquette for introductions**

**12.3 Identify and discuss different kinds of portfolios, and the organization of elements included**

**12.4 Utilize presentation skills to present a solution to a project, demonstrating an understanding of the relationship between content, color, typography, images, and layout**

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