

Graphic Design

COMPUTER LITERACY: CPTLIT

A Demonstrate knowledge of computer technology (e.g. RAM, terabyte, types of storage) CPTLIT 1.A

B How to identify and operate peripherals and other network devices (e.g. input, input and output) CPTLIT 1.B

C How demonstrate appropriate knowledge, security, and use of software (e.g. Adobe Illustrator, InDesign) CPTLIT 1.C

D How to apply basic troubleshooting and maintenance skills (e.g. using a surge protector, troubleshooting printers) CPTLIT 1.D

E How to demonstrate file management and storage skills? CPTLIT 1.E

F How to describe procedures involved with importing and exporting? CPTLIT 1.F

G How to identify legal restrictions (e.g., copyright laws) CPTLIT 1.G

TYPOGRAPHY TYPGPY

A How to demonstrate knowledge of typographic terminology (e.g., reverse, font family) TYPGPY 2.A

B How to identify the anatomy and classification of type e.g. ascenders, descenders, small caps TYPGPY 2.B

C How to calculate type measurements (e.g. point size, leading) TYPGPY 2.C

D How to identify and use proofreaders makes (e.g. paragraph, indent, delete, spelling) TYPGPY 2.D

E How to diagnose and solve typography problems (e.g. tracking, kerning, readability, legibility) TYPGPY 2.E

F How to manipulate type through characte and paragraph formatting (e.g. leading, kerning) TYPGPY 2.F

G How to choose and apply appropriate typeface (e.g. invitations, books) TYPGPY 2.G

DIGITAL LITERACY and APPLICATION DIGLTY

A How to demonstrate knowledge of basic design terminology (e.g., bleed, live area, trim, orientation) DIGLTY 3.A

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- B** How to exhibit knowledge of design elements and principles (e.g. designing an event poster) DIGLTY 3.B
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- C** How to apply skills of database management and variable data printing? (e.g. mail merge, Excel files) DIGLTY 3.C
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- D** How to demonstrate techniques of 2-D design (e.g. filters and effects) DIGLTY 3.D
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- E** How to demonstrate techniques of 3-D design (e.g. length, width and depth) DIGLTY 3.E
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- F** How to produce a project to client specifications (e.g. design brief, advertising) DIGLTY 3.F
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- G** How to describe characteristic of design for different media (e.g. logos, magazines, website designs) DIGLTY 3.G
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- H** How to choose appropriate ideas through the visual stages of layout (e.g. thumbnail, rough and comprehensives) DIGLTY 3.H
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- I** How to demonstrate understanding of related math (e.g. proportion, percentages, basic measurements, pixel ratio, etc.) DIGLTY 3.I
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- J** How to demonstrate ability to solve design problems (e.g. balance, proximity, positive/negative space, hierarchy, etc.) DIGLY 3.J
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COLOR THEORY and APPLICATION CLRTHY

- A** How to identify color theory terminology (e.g. complementary colors, color separation) CLRTHY 4.A
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- B** How to demonstrate the use of color to create impact or effect (e.g. impression of warmth) CLRTHY 4.B
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- C** How to mix colors to obtain shades, tints, or neutrals (e.g. tertiary, primary) CLRTHY 4.C
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- D** How to choose and apply appropriate color scheme (e.g. monochromatic, color harmony) CLRTHY 4.D
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- E** How to identify the correct use of RGB and CMYK colors? (e.g. RGB is primarily for screen/video projects) CLRTHY 4.E
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- F** How to identify and utilize Pantone Matching System (e.g. PMS #357 Marshall green) CLRTHY 4.F
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DIGITAL DRAWING and ILLUSTRATION DIGDRW

- A** How to identify drawing and digital illustration terminology (e.g. vector, Raster, etc.) DIGDRW 5.A
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- B** How to identify basic tools and materials (e.g., computer software, pencils, paper) DIGDRW 5.B
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C How to render drawings to reflect various perspectives (e.g., atmospheric, three point) DIGDRW 5.C

D How to utilize different drawing techniques (e.g., line art, continuous tone, stipple, watercolor) DIGDRW 5.D

E How to modify illustrations (e.g., size, color, stroke) DIGDRW 5.E

F How identify ways to import, export and save images (e.g., scanning, digitizing) DIGDRW 5.F

PHOTOGRAPHY PHTGH

A How to identify photography terminology (e.g. film photography, viewfinder, shutter) PHTGH 6.A

B How to demonstrate the use of cameras and accessories (e.g. lenses, flash) PHTGH 6.B

C How to apply copyright laws pertaining to photographs (e.g., stock photos, clip art, studio portraits) PHTGH 6.C

D Product/Subject photography (e.g. staging, lighting) PHTGH 6.D

PRODUCTION PRD

A How to identify production/printing terminology (e.g. registration marks, dots per inch) PRD 7.A

B How to manage fonts for distribution (e.g. postscript fonts, vector based fonts) PRD 7.B

C How to demonstrate proofing and preflighting (e.g. preparing files for output) PRD 7.C

E How to demonstrate knowledge of job flow, various printing and finishing processes (e.g. process color plus one spot) PRD 7.E

D How to provide job specifications for printer (e.g. mock-up, two-color print job, process color plus one spot) PRD 7.D

F How to determine what media/medium works best for a product (e.g. stock weight, paper finish etc) PRD 7.F

**COMMUNICATION
SKILLS/WORK
ENVIRONMENT** COMM

A How to demonstrate personal presentation skills (e.g., speaking, listening, writing) COMM 8.A

B How to apply communication skills for marketing (e.g., researching, brainstorming, sales techniques) COMM 8.B

C How to work with clients and as a team members, critique and refine ideas. COMM 8.C

D How to identify basic tools and equipment (e.g. t-square, E-scale, utility knives) COMM 8.D

E How to maintain a safe and clean work environment (e.g., fixatives, hazardous volatile organic compounds) COMM 8.E

**MULTIMEDIA/DIGITAL
IMAGE
MANIPULATION** MLTMED

A How to define multimedia terminology (e.g. consecutive motion) MLTMED 9.A

B How to prepare multimedia presentations (e.g., animation, storyboard) MLTMD 9:B

C How to identify image terminology (e.g., raster, vector, continuous tone, half tone, line art) MLTMED 9.C

D How to identify and explain various file formats (e.g., .pdf, .jpg, .png, .eps) MLTMED 9.D

E How to identify appropriate resolution for projects (e.g. what resolution would a bill board project be)? MLTMED 9.E

F How to manipulate images (e.g., restore, color correct, masking) MLTMED 9.F
