Arizona Visual Arts Standards
Communicating through Graphic Design 2E
HS Proficient Correlations

Standard #	Standard	SE / TE	Page	Citation
VA:HSP.Cr1.a	Use multiple approaches (such as exploring artwork from the past, experimenting with materials, expressing a personal concern, etc.) to begin creative endeavors.	SE	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Try It
		SE	55	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It
		SE	64	Chapter 3 Image Creation for Design: Illustration: Try It
		SE	71	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Texture: Try It
		SE	90	Chapter 3 Image Creation for Design: Photography: Lenses: Try It
		SE	99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It
		SE	113	Chapter 4 The Design Process: The Basic Steps: Brainstorming: Try It
		SE	117	Chapter 4 The Design Process: How to…Visualize by Sketching
		SE	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
		SE	130	Chapter 4 The Design Process: How to…Use Dummy Type
		SE	133	Chapter 4 The Design Process: Design Components: Images: Photographs: Scans: Try It
		SE	137	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Before You Begin
		SE	148	Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer
		SE	151	Chapter 5 Identity Design: Design Notes: Web Design: Planning
		SE	154	Chapter 5 Identity Design: How to…Simplify an Image
		SE	156	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Templates: Try It
		SE	162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
		SE	163	Chapter 5 Identity Design: Design Brief: Club Communication: Before You Begin

SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Design Journal Connection
SE	174	Chapter 6 Publications Design: Books: Try It
SE	189	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Before You Begin
SE	205	Chapter 7 Advertising Design: How to…Design an Effective Banner Ad
SE	208	Chapter 7 Advertising Design: Ads for Television and Online Media: Try It
SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Before You Begin
SE	230	Chapter 8 Information and Experience Design: How to…Create Effective Infographics
SE	237	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Before You Begin
SE	249	Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Change: Try It
SE	251	Chapter 9 Design in Motion: Design Fundamentals: Animation Principles: Try It
SE	256	Chapter 9 Design in Motion: How to…Plan Timing and Spacing
SE	256	Chapter 9 Design in Motion: How to…Plan Timing and Spacing: Interdisciplinary Connection
SE	257	Chapter 9 Design in Motion: How to…Plan Timing and Spacing: Try It
SE	258	Chapter 9 Design in Motion: Handmade Animation: Try It
SE	265	Chapter 9 Design in Motion: Creating Motion Graphics: Generating Ideas: Try It
SE	266	Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Try It
SE	267	Chapter 9 Design in Motion: How to…Create a Storyboard
SE	268	Chapter 9 Design in Motion: Design Notes: Game Design: Try It

SE	273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Before You Begin
SE	291	Chapter 10 Working as a Graphic Designer: Deign Fundamentals: Hierarchy in a Portfolio
SE	297	Chapter 10 Working as a Graphic Designer: Finding a Job: Interviewing: Try It
SE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Teaching Tip
TE	72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Design Extension
TE	108	Chapter 4 The Design Process: The Basic Steps: Define the Challenge: Teaching Tip
TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
TE	125	Chapter 4 The Design Process: Design Components: Typography: Teaching Tip (2)
TE	149	Chapter 5 Identity Design: Symbols and Logos: Teaching Tip-Try It
TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
TE	253	Chapter 9 Design in Motion: How to…Animate a Human Action: Teaching Tip
TE	264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Teaching Tip (1)
TE	266	Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Interdisciplinary Connection
TE	269	Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Kinetic Typography
TE	270	Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection

		TE	271	Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
		TE	283	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Graphic Designer: Try It
		TE	312	Chapter 10 Working as a Graphic Designer: Working Ethically: Using Images: Design Extension
VA:HSP.Cr1.b	Shape an artistic investigation of an aspect of present-day life using contemporary practices of art or design.	SE	22	Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Create It
		SE	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Try It
		SE	66	Chapter 3 Image Creation for Design: Illustration: Warming Up: Try It
		SE	68	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Shapes: Try It
		SE	72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Think Like a Designer
		SE	72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Try It
		SE	80	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Understanding Proportions: Try It
		SE	99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Before You Begin
		SE	111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Think Like a Designer
		SE	113	Chapter 4 The Design Process: The Basic Steps: Brainstorming: Try It
		SE	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
		SE	137	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Before You Begin
		SE	148	Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer

SE	149	Chapter 5 Identity Design: Symbols and Logos: Try It
SE	152	Chapter 5 Identity Design: Design Notes: Web Design: Try It
SE	153	Chapter 5 Identity Design: Stationery: Try It
SE	161	Chapter 5 Identity Design: Money: Try It
SE	162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
SE	163	Chapter 5 Identity Design: Design Brief: Club Communication: Before You Begin
SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Design Journal Connection
SE	174	Chapter 6 Publications Design: Books: Try It
SE	189	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Before You Begin
SE	195	Chapter 6 Publications Design: Chapter Review: Publications Design: Apply
SE	200	Chapter 7 Advertising Design: Posters: Try It
SE	203	Chapter 7 Advertising Design: Space Ads: Try It
SE	206	Chapter 7 Advertising Design: How to…Design an Effective Banner Ad: Try It
SE	207	Chapter 7 Advertising Design: Direct Mail: Try It
SE	208	Chapter 7 Advertising Design: Ads for Television and Online Media: Try It
SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Before You Begin
SE	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Apply
SE	226	Chapter 8 Information and Experience Design: Signage: Wayfinding: Try It
SE	234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Try It
SE	237	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Before You Begin

SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Design Journal Connection
SE	247	Chapter 9 Design in Motion: A Brief History of Motion: Think Like a Designer
SE	257	Chapter 9 Design in Motion: How to…Plan Timing and Spacing: Try It
SE	259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
SE	273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Before You Begin
SE	297	Chapter 10 Working as a Graphic Designer: Finding a Job: Interviewing: Try It
SE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Teaching Tip
TE	64	Chapter 3 Image Creation for Design: Illustration: Interdisciplinary Connection
TE	65	Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
TE	72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Design Extension
TE	110	Chapter 4 The Design Process: The Basic Steps: Research: Teaching Tip
TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
TE	150	Chapter 5 Identity Design: Design History: Paul Rand: Design Extension
TE	154	Chapter 5 Identity Design: How to…Simplify an Image: Design Extension
TE	161	Chapter 5 Identity Design: Money: Design Aesthetics
TE	167	Chapter 5 Identity Design: Career Profile: Laura Savard: Inquiry

		TE	176	Chapter 6 Publications Design: Books: Book Design Components: Digital Book Design: Teaching Tip
		TE	180	Chapter 6 Publications Design: Magazines: Design Extension
		TE	180	Chapter 6 Publications Design: Magazines: Interdisciplinary Connection
		TE	181	Chapter 6 Publications Design: Design Notes: Anatomy of a Magazine Article: Think Like a Designer
		TE	200	Chapter 7 Advertising Design: Posters: Teaching Tip
		TE	222	Chapter 8 Information and Experience Design: Maps: Teaching Tip
		TE	226	Chapter 8 Information and Experience Design: Signage: Wayfinding: Design Extension
		TE	234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Design Extension
		TE	254	Chapter 9 Design in Motion: How to…Animate a Human Action: Teaching Tip
		TE	255	Chapter 9 Design in Motion: Motion Fundamentals: Timing and Spacing: Teaching Tip
		TE	264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection
		TE	270	Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection
		TE	272	Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
VA:HSP.Cr2.a	Engage in making works of art or design both spontaneously and deliberately (such as using elements and principles of modern art, applying artistic norms of diverse cultures, addressing social issues in contemporary art, etc.).	SE	32	Chapter 2 The Art of Graphic Design: Elements of Art: Space: Try It
		SE	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Try It
		SE	42	Chapter 2 The Art of Graphic Design: Principles of Design: Balance: Visual Tension: Try It
		SE	46	Chapter 2 The Art of Graphic Design: Principles of Design: Unity and Variety: Try It

SE	55	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It
SE	69	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Forms: Try It
SE	77	Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Try IT
SE	80	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Understanding Proportions: Try It
SE	80	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Using Models: Try It
SE	84	Chapter 3 Image Creation for Design: Photography: Using a Digital Camera: Try It
SE	88	Chapter 3 Image Creation for Design: Photography: Composition: Viewpoint and Timing: Think Like a Designer
SE	90	Chapter 3 Image Creation for Design: Photography: Lenses: Try It
SE	99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It
SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: For Your Portfolio
SE	137	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
SE	154	Chapter 5 Identity Design: How to…Simplify an Image
SE	163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
SE	189	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
SE	195	Chapter 6 Publications Design: Chapter Review: Publications Design: Apply
SE	200	Chapter 7 Advertising Design: Posters: Try It
SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It

SE	237	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
SE	251	Chapter 9 Design in Motion: Design Fundamentals: Animation Principles: Try It
SE	258	Chapter 9 Design in Motion: Handmade Animation: Try It
SE	273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
SE	283	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Graphic Designer: Try It
SE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
TE	9	Chapter 1 What Is Graphic Design: A Brief History: The Industrial Revolution: Inquiry
TE	31	Chapter 2 The Art of Graphic Design: Elements of Art: Shape and Form: Interdisciplinary Connection
TE	43	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Design Extension
TE	62	Chapter 3 Image Creation for Design: Chapter Opener: Teaching Tip
TE	67	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Seeing Shapes: Design Extension
TE	77	Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Design Extension
TE	80	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Understand Anatomy: Teaching Tip (1)
TE	111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Design Extension
TE	176	Chapter 6 Publications Design: Books: Book Design Components: Digital Book Design: Teaching Tip
TE	204	Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Teaching Tip

		TE	254	Chapter 9 Design in Motion: How to…Animate a Human Action: Teaching Tip
		TE	255	Chapter 9 Design in Motion: Motion Fundamentals: Timing and Spacing: Teaching Tip
VA:HSP.Cr2.b	Demonstrate safe and skillful handling of materials, tools, and equipment; explain how traditional and non-traditional materials may impact human health and the environment, and demonstrate safe handling of materials, tools, and equipment.	SE	93	Chapter 3 Image Creation for Design: Managing Images: Using Raster and Vector Images
		SE	94	Chapter 3 Image Creation for Design: Managing Images: Color Processes
		SE	96	Chapter 3 Image Creation for Design: How to…Use Metadata to Organize Photos
		SE	97	Chapter 3 Image Creation for Design: Images and Ethics: Copyright: Try It
		SE	135	Chapter 4 The Design Process: The Path to a Final Product
		SE	187	Chapter 6 Publications Design: How to Set Up and Use Style Sheets
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
		SE	210	Chapter 7 Advertising Design: Looking Ahead: Advertising: Discuss It
		SE	263	Chapter 9 Design in Motion: Computer-Based Animation: Layers: Note It
		SE	289	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Print Portfolios: Note It
		SE	313	Chapter 10 Working as a Graphic Designer: Cybersecurity
		SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Understand
		TE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips
		TE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Teaching Tips
		TE	111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Teaching Tip (1)

		TE	133	Chapter 4 The Design Process: Design Components: Images: Photographs: Teaching Tip
		TE	196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
		TE	212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Teaching Tips
		TE	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Safety Note
		TE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Before You Begin
VA:HSP.Cr2.c	Collaboratively develop a proposal for an installation, artwork, or space design that transforms the perception and experience of a particular place.	SE	153	Chapter 5 Identity Design: Stationery: Try It
		SE	163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
		TE	150	Chapter 5 Identity Design: Design History: Paul Rand: Design Extension
		TE	201	Chapter 7 Advertising Design: Billboards: Interdisciplinary Connection
		TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Advanced
		TE	272	Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
VA:HSP.Cr3.a	Apply traditional, cultural, or contemporary criteria to examine, reflect on, and plan revisions for works of art and design in progress.	SE	18	Chapter 1 What Is Graphic Design: How to…Give and Receive Feedback
		SE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Check It
		SE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It
		SE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Check It
		SE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It

SE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Think Like a Designer
SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
SE	212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Check It
SE	212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It
SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
SE	258	Chapter 9 Design in Motion: Handmade Animation: Try It
SE	259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
SE	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
SE	291	Chapter 10 Working as a Graphic Designer: Deign Fundamentals: Hierarchy in a Portfolio
SE	292	Chapter 10 Working as a Graphic Designer: How to…Develop Your Résumé: Try It
SE	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Teaching Tip
TE	120	Chapter 4 The Design Process: The Basic Steps: Client Review: Interdisciplinary Connection
TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection

VA:HSP.Pr4.a	Analyze, select, and curate artifacts (such as pop culture items, heirlooms, personal collections, etc.) and/or artworks for presentation (such as in spaces in the classroom, digital presentation, on school campus, local businesses, public spaces, etc.).	SE	21	Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Before You Begin
		SE	27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: For Your Portfolio
		SE	64	Chapter 3 Image Creation for Design: Illustration: Try It
		SE	97	Chapter 3 Image Creation for Design: Images and Ethics: Copyright: Try It
		SE	98	Chapter 3 Image Creation for Design: Images and Ethics: Licensing: Try It
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
		SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Check It
		SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
		SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: For Your Portfolio
		SE	148	Chapter 5 Identity Design: Ways to Show Identity: Career Tip
		SE	169	Chapter 5 Identity Design: Chapter Review: Identity Design: For Your Portfolio
		SE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
		SE	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
		SE	195	Chapter 6 Publications Design: Chapter Review: Publications Design: For Your Portfolio
		SE	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: For Your Portfolio
		SE	234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Try It
		SE	279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: For Your Portfolio

SE	288	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Try It
SE	290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio
SE	290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It
SE	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Present It
SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: For Your Portfolio
TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Design Critique
TE	69	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Forms: Inquiry
TE	74	Chapter 3 Image Creation for Design: Illustration: Composition: A Sense of Space: Inqiury
TE	89	Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Design Aesthetics
TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
TE	128	Chapter 4 The Design Process: Design Components: Typography: Legibility: Interdisciplinary Connection
TE	157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Inquiry
TE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Present It
TE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip
TE	213	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Display
TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Advanced

		TE	234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Design Extension
VA:HSP.Pr5.a	Analyze and evaluate the reasons (such as showcasing student artwork, recording the past, provoking thought, learning about other cultures, protecting vulnerable artworks, etc.) and ways an exhibition is presented (such as examining an exhibition catalogue, visiting an online exhibition, visiting a museum, etc.).	SE	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Fig. 1-29 Caption
		SE	243	Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: Evaluate
		SE	284	Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
		TE	233	Chapter 8 Information and Experience Design: Exhibit Design: Teaching Tip
		TE	244	Chapter 9 Design in Motion: Chapter Opener: Tips for Using the Opening Image
VA:HSP.Pr6.a	Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural, or political beliefs and understandings.	SE	236	Chapter 8 Information and Experience Design: Looking Ahead: Information and Experience Design: Fig. 8-26 Caption
		SE	284	Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
		TE	110	Chapter 4 The Design Process: The Basic Steps: Research: Inquiry
		TE	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
		TE	228	Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Teaching Tip
VA:HSP.Re7.a	Speculate about ways in which art impacts people's perception and understanding of human experiences (such as the impact of Diego Rivera's political murals, Pablo Picasso's "Guernica," Jacob Lawrence's "Migration Series," etc.).	SE	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
		SE	34	Chapter 2 The Art of Graphic Design: Elements of Art: Texture: Think Like a Designer
		SE	38	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: Color and Vision: Think Like a Designer
		SE	89	Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Fig. 3-40 Caption
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art

SE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Fig. 4-25 Caption
SE	132	Chapter 4 The Design Process: Design Components: Images: Illustrations: Fig. 4-35 Caption
SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Design Journal Connection
SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
SE	162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
SE	174	Chapter 6 Publications Design: Books: Try It
SE	198	Chapter 7 Advertising Design: A Little Advertising History: Fig. 7-4 Caption
SE	208	Chapter 7 Advertising Design: Ads for Television and Online Media: Discuss It
SE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption
SE	280	Chapter 10 Working as a Graphic Designer: Chapter Opener: Fig. 10-1 Caption
TE	5	Chapter 1 What Is Graphic Design: A Brief History: The Birth of Writing: Teaching Tip
TE	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Inquiry
TE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips
TE	110	Chapter 4 The Design Process: The Basic Steps: Research: Inquiry
TE	154	Chapter 5 Identity Design: How to…Simplify an Image: Design Extension
TE	170	Chapter 6 Publications Design: Chapter Opener: Tips for Using the Opening Image
TE	172	Chapter 6 Publications Design: Looking Back: Design Aesthetics

		TE	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
		TE	196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
		TE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip
		TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
VA:HSP.Re7.b	Analyze how one's understanding of the world is affected by experiencing visual imagery (such as icons, logos, advertisements).	SE	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
		SE	27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: Writing About Art
		SE	54	Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Fig. 2-40 Caption
		SE	54	Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Think Like a Designer
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
		SE	132	Chapter 4 The Design Process: Design Components: Images: Illustrations: Fig. 4-35 Caption
		SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Design Journal Connection
		SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
		SE	148	Chapter 5 Identity Design: Ways to Show Identity: Fig. 5-6 Caption
		SE	151	Chapter 5 Identity Design: Design Notes: Web Design: Fig. 5-10 Caption
		SE	157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer

SE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
SE	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
SE	208	Chapter 7 Advertising Design: Ads for Television and Online Media: Discuss It
SE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption
SE	280	Chapter 10 Working as a Graphic Designer: Chapter Opener: Fig. 10-1 Caption
SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Writing About Art
TE	2	Chapter 1 What Is Graphic Design: Chapter Opener: Tips for Using the Opening Image
TE	4	Chapter 1 What Is Graphic Design: Design Is All Around You: Design History
TE	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Inquiry
TE	49	Chapter 2 The Art of Graphic Design: Principles of Design: Contrast: Design Aesthetics
TE	115	Chapter 4 The Design Process: The Basic Steps: Sketching: Design Aesthetics
TE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
TE	159	Chapter 5 Identity Design: Uniforms and Insignia: Design Aesthetics
TE	172	Chapter 6 Publications Design: Looking Back: Design Aesthetics
TE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection
TE	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection

		TE	196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
		TE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Link
		TE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip
		TE	218	Chapter 8 Information and Experience Design: Chapter Opener: Tips for Using the Opening Image
		TE	227	Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique
		TE	264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Teaching Tip (2)
		TE	284	Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
VA:HSP.Re8.a	Interpret an artwork or collection of works, supported by relevant and sufficient evidence (such as subject matter, media, elements and principles of modern art, artistic norms of diverse cultures, social issues in contemporary art, etc.) found in the work and its various contexts (artists' life and times, for example).	SE	7	Chapter 1 What Is Graphic Design: A Brief History: Early Printing: Caption Fig. 1-9
		SE	13	Chapter 1 What Is Graphic Design: A Brief History: Into the Modern Age: Television and Identity: Fig. 1-23 Caption
		SE	16	Chapter 1 What Is Graphic Design: What Does a Graphic Designer Do?: Finding Solutions: Fig. 1-27 Caption
		SE	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
		SE	27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: Apply
		SE	31	Chapter 2 The Art of Graphic Design: Elements of Art: Shape and Form: Fig. 2-5 Caption
		SE	32	Chapter 2 The Art of Graphic Design: Elements of Art: Space: Fig. 2-6 Caption
		SE	32	Chapter 2 The Art of Graphic Design: Elements of Art: Space: Fig. 2-7 Caption
		SE	33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Try It

SE	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption
SE	40	Chapter 2 The Art of Graphic Design: Principles of Design: Fig. 2-20 Caption
SE	43	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Fig. 2-24
SE	44	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Visual Paths: Try It
SE	46	Chapter 2 The Art of Graphic Design: Principles of Design: Unity and Variety: Fig. 2-27 Caption
SE	48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Fig. 2-30 Caption
SE	49	Chapter 2 The Art of Graphic Design: Principles of Design: Contrast: Fig. 2-31 Caption
SE	52	Chapter 2 The Art of Graphic Design: Principles of Design: Illusion and Reality: Fig. 2-36 Caption
SE	54	Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Think Like a Designer
SE	55	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Before You Begin
SE	61	Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Analyze
SE	61	Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Evaluate
SE	62	Chapter 3 Image Creation for Design: Chapter Opener: Fig. 3-1 Caption
SE	68	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Shapes: Fig. 3-8 Caption
SE	72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Fig. 3-11 Caption
SE	73	Chapter 3 Image Creation for Design: Illustration: Composition: Composing by Thirds: Fig. 3-13 Caption

SE	78	Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Linear Perspective: Two-Point Perspective: Fig. 3-25 Caption
SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow: Fig. 3-34 Caption
SE	87	Chapter 3 Image Creation for Design: Photography: Composition: Subject and Setting: Fig. 3-36 Caption
SE	88	Chapter 3 Image Creation for Design: Photography: Composition: Viewpoint and Timing: Fig. 3-38 Caption
SE	89	Chapter 3 Image Creation for Design: Photography: Composition: Lighting: Fig. 3-39 Caption
SE	89	Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Fig. 3-40 Caption
SE	91	Chapter 3 Image Creation for Design: Design Fundamentals: Color and Value: Fig. 3-44 Caption
SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Analyze
SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
SE	106	Chapter 4 The Design Process: Chapter Opener: Fig. 4-1 Caption
SE	108	Chapter 4 The Design Process: The Basic Steps: Define the Challenge: Fig. 4-2 Caption
SE	110	Chapter 4 The Design Process: The Basic Steps: Research: Fig. 4-5 Caption
SE	118	Chapter 4 The Design Process: How to…Visualize by Sketching: Design Direction: Try It
SE	118	Chapter 4 The Design Process: The Basic Steps: Design Direction: Fig. 4-15 Caption
SE	123	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Fig. 4-23 Caption

SE	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
SE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Try It
SE	131	Chapter 4 The Design Process: Design Fundamentals: Space and Balance
SE	132	Chapter 4 The Design Process: Design Components: Images: Illustrations: Fig. 4-35 Caption
SE	133	Chapter 4 The Design Process: Design Components: Images: Photographs: Fig. 4-36 Caption
SE	134	Chapter 4 The Design Process: Design Components: Using Color: Fig. 4-37 Caption
SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
SE	144	Chapter 5 Identity Design: Chapter Opener: Fig. 5-1 Caption
SE	148	Chapter 5 Identity Design: Ways to Show Identity: Fig. 5-6 Caption
SE	149	Chapter 5 Identity Design: Symbols and Logos: Fig. 5-7 Caption
SE	150	Chapter 5 Identity Design: Design History: Paul Rand: Fig. 5-9 Caption
SE	151	Chapter 5 Identity Design: Design Notes: Web Design: Fig. 5-10 Caption
SE	157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer
SE	158	Chapter 5 Identity Design: Flags and Banners: Fig. 5-21 Caption
SE	159	Chapter 5 Identity Design: Uniforms and Insignia: Think Like a Designer
SE	160	Chapter 5 Identity Design: Design Fundamentals: Unity and Variety: Fig. 5-24 Caption

SE	169	Chapter 5 Identity Design: Chapter Review: Identity Design: Analyze
SE	169	Chapter 5 Identity Design: Chapter Review: Identity Design: Writing About Art
SE	176	Chapter 6 Publications Design: Books: Book Design Components: Think Like a Designer
SE	179	Chapter 6 Publications Design: Design Notes: Guide to the Front Page: Think Like a Designer
SE	180	Chapter 6 Publications Design: Magazines: Try It
SE	183	Chapter 6 Publications Design: Newsletters: Fig. 6-18 Caption
SE	184	Chapter 6 Publications Design: Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption
SE	185	Chapter 6 Publications Design: Annual Reports: Fig. 6-20 Caption
SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Design Journal Connection
SE	195	Chapter 6 Publications Design: Chapter Review: Publications Design: Analyze
SE	198	Chapter 7 Advertising Design: A Little Advertising History: Fig. 7-4 Caption
SE	200	Chapter 7 Advertising Design: Posters: Fig. 7-6 Caption
SE	201	Chapter 7 Advertising Design: Billboards: Fig. 7-8 Caption
SE	202	Chapter 7 Advertising Design: Design History: Shaking Up Madison Avenue: Fig. 7-9 Caption
SE	203	Chapter 7 Advertising Design: Space Ads: Fig. 7-10 Caption
SE	204	Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Fig. 7-11 Caption
SE	208	Chapter 7 Advertising Design: Ads for Television and Online Media: Fig. 7-15 Caption
SE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption
SE	218	Chapter 8 Information and Experience Design: Chapter Opener: Fig. 8-1 Caption

SE	221	Chapter 8 Information and Experience Design: A Look Back: Fig. 8-4 Caption
SE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Try It
SE	224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Fig. 8-8 and Fig. 8-9 Caption
SE	225	Chapter 8 Information and Experience Design: Signage: Fig. 8-10 Caption
SE	226	Chapter 8 Information and Experience Design: Signage: Wayfinding: Fig. 8-12 Caption
SE	228	Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Fig. 8-15 Caption
SE	232	Chapter 8 Information and Experience Design: Design Fundamentals: Line: Discuss It
SE	235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
SE	237	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
SE	243	Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: Analyze
SE	244	Chapter 9 Design in Motion: Chapter Opener: Fig. 9-1 Caption
SE	247	Chapter 9 Design in Motion: A Brief History of Motion: Think Like a Designer
SE	248	Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Fig. 9-6 Caption
SE	248	Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Fig. 9-7 Caption
SE	249	Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Weight and Gravity: Fig. 9-9 Caption
SE	251	Chapter 9 Design in Motion: Design Fundamentals: Animation Principles: Fig. 9-12 Caption

SE	262	Chapter 9 Design in Motion: Computer-Based Animation: Space and Time (Again): Fig. 9-27 Caption
SE	279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Analyze
SE	279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Evaluate
SE	280	Chapter 10 Working as a Graphic Designer: Chapter Opener: Fig. 10-1 Caption
SE	284	Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Writing About Art
TE	2	Chapter 1 What Is Graphic Design: Chapter Opener: Tips for Using the Opening Image
TE	6	Chapter 1 What Is Graphic Design: A Brief History: Alphabets and Books: Design Aesthetics
TE	14	Chapter 1 What Is Graphic Design: A Brief History: Graphic Design Today: Inquiry
TE	28	Chapter 2 The Art of Graphic Design: Chapter Opener: Tips for Using the Opening Image
TE	40	Chapter 2 The Art of Graphic Design: Principles of Design: Design Critique
TE	48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Design Aesthetics
TE	49	Chapter 2 The Art of Graphic Design: Principles of Design: Contrast: Design Aesthetics
TE	62	Chapter 3 Image Creation for Design: Chapter Opener: Tips for Using the Opening Image
TE	75	Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Casual Perspective: Design Critique
TE	106	Chapter 4 The Design Process: Chapter Opener: Tips for Using the Opening Image

TE	119	Chapter 4 The Design Process: The Basic Steps: Design Direction: More Is Better-Usually: Design Extension
TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Design Aesthetics
TE	127	Chapter 4 The Design Process: How to…Design with Type: Design Aesthetics
TE	131	Chapter 4 The Design Process: Design Fundamentals: Space and Balance: Design Aesthetics
TE	144	Chapter 5 Identity Design: Chapter Opener: Tips for Using the Opening Image
TE	158	Chapter 5 Identity Design: Flags and Banners: Design Aesthetics (2)
TE	159	Chapter 5 Identity Design: Uniforms and Insignia: Design Aesthetics
TE	162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Design Aesthetics
TE	172	Chapter 6 Publications Design: Looking Back: Design Aesthetics
TE	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Try It
TE	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Teaching Tip
TE	196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
TE	198	Chapter 7 Advertising Design: A Little Advertising History: Design Aesthetics
TE	204	Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Advanced
TE	218	Chapter 8 Information and Experience Design: Chapter Opener: Tips for Using the Opening Image
TE	220	Chapter 8 Information and Experience Design: A Look Back: Design Aesthetics

		TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
		TE	227	Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique
		TE	228	Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Interdisciplinary Connection
		TE	228	Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Teaching Tip
		TE	244	Chapter 9 Design in Motion: Chapter Opener: Tips for Using the Opening Image
		TE	264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Teaching Tip (2)
		TE	266	Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Design Extension
		TE	271	Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
VA:HSP.Re9.a	Establish relevant criteria - as distinct from personal preference - to evaluate a work of art or collection of works.	SE	18	Chapter 1 What Is Graphic Design: How to…Give and Receive Feedback
		SE	22	Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Create It
		SE	27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: Analyze
		SE	37	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: Properties of Color: Fig. 2-16 Caption
		SE	46	Chapter 2 The Art of Graphic Design: Principles of Design: Unity and Variety: Fig. 2-27 Caption
		SE	51	Chapter 2 The Art of Graphic Design: How to…Critique a Graphic Design: Try It
		SE	68	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Shapes: Fig. 3-7 Caption
		SE	81	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Hands and Feet: Fig. 3-30 Caption

SE	82	Chapter 3 Image Creation for Design: Photography: Fig. 3-31 Caption
SE	87	Chapter 3 Image Creation for Design: Photography: Composition: Subject and Setting: Fig. 3-35 Caption
SE	91	Chapter 3 Image Creation for Design: Design Fundamentals: Color and Value: Fig. 3-45 Caption
SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
SE	106	Chapter 4 The Design Process: Chapter Opener: Fig. 4-1 Caption
SE	118	Chapter 4 The Design Process: How to…Visualize by Sketching: Design Direction: Try It
SE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Discuss It
SE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Fig. 4-25 Caption
SE	128	Chapter 4 The Design Process: Design Components: Typography: Legibility: Fig. 4-30 Caption
SE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Try It
SE	130	Chapter 4 The Design Process: How to…Use Dummy Type: Fig. 4-32 Caption
SE	131	Chapter 4 The Design Process: Design Fundamentals: Space and Balance: Fig. 4-33 Caption
SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
SE	169	Chapter 5 Identity Design: Chapter Review: Identity Design: Evaluate
SE	169	Chapter 5 Identity Design: Chapter Review: Identity Design: Writing About Art

SE	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Try It
SE	183	Chapter 6 Publications Design: Newsletters: Fig. 6-18 Caption
SE	184	Chapter 6 Publications Design: Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption
SE	185	Chapter 6 Publications Design: Annual Reports: Fig. 6-20 Caption
SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Design Journal Connection
SE	195	Chapter 6 Publications Design: Chapter Review: Publications Design: Evaluate
SE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption
SE	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Analyze
SE	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Writing About Art
SE	222	Chapter 8 Information and Experience Design: Maps: Fig. 8-6 Caption
SE	232	Chapter 8 Information and Experience Design: Design Fundamentals: Line: Discuss It
SE	232	Chapter 8 Information and Experience Design: Design Fundamentals: Line: Fig. 8-21 Caption
SE	235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
SE	243	Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: Analyze
SE	279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Analyze
SE	279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Evaluate
SE	291	Chapter 10 Working as a Graphic Designer: Deign Fundamentals: Hierarchy in a Portfolio

SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Writing About Art
TE	6	Chapter 1 What Is Graphic Design: A Brief History: Alphabets and Books: Design Aesthetics
TE	7	Chapter 1 What Is Graphic Design: A Brief History: Early Printing: Design Aesthetics
TE	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Teaching Tip
TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Design Critique
TE	34	Chapter 2 The Art of Graphic Design: Elements of Art: Texture: Design Critique
TE	48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Design Aesthetics
TE	75	Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Casual Perspective: Design Critique
TE	89	Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Design Aesthetics
TE	106	Chapter 4 The Design Process: Chapter Opener: Tips for Using the Opening Image
TE	119	Chapter 4 The Design Process: The Basic Steps: Design Direction: More Is Better-Usually: Design Extension
TE	127	Chapter 4 The Design Process: How to…Design with Type: Design Aesthetics
TE	147	Chapter 5 Identity Design: Identity Past and Present: Design Aesthetics
TE	170	Chapter 6 Publications Design: Chapter Opener: Tips for Using the Opening Image
TE	198	Chapter 7 Advertising Design: A Little Advertising History: Design Aesthetics
TE	208	Chapter 7 Advertising Design: Ads for Television and Online Media: Teaching Tip

		TE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip
		TE	210	Chapter 7 Advertising Design: Looking Ahead: Advertising: Discuss It
		TE	220	Chapter 8 Information and Experience Design: A Look Back: Design Aesthetics
		TE	224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Teaching Tip
		TE	225	Chapter 8 Information and Experience Design: Signage: Teaching Tip
		TE	227	Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique
		TE	244	Chapter 9 Design in Motion: Chapter Opener: Tips for Using the Opening Image
		TE	264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Teaching Tip (2)
		TE	271	Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
VA:HSP.Cn10.a	Document the process of developing ideas that reflect group concerns from early stages to fully elaborated ideas.	SE	27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: For Your Portfolio
		SE	71	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Texture: Try It
		SE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Design Journal Connection
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: For Your Portfolio
		SE	111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Think Like a Designer
		SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: For Your Portfolio
		SE	169	Chapter 5 Identity Design: Chapter Review: Identity Design: For Your Portfolio

		SE	212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Design Journal Connection
		SE	243	Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: Apply
		SE	279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: For Your Portfolio
		SE	290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio
		TE	66	Chapter 3 Image Creation for Design: Illustration: Warming Up: Design Extension
		TE	111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Teaching Tip (2)
		TE	290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Teaching Tip (1)
VA:HSP.Cn11.a	Describe how knowledge of culture, traditions, and history may influence personal responses to art (by comparing initial response to an artwork at the beginning of the course and periodically throughout the course to identify changes in perception after study of the context, for instance).	SE	8	Chapter 1 What Is Graphic Design: Design History: Gutenberg and His Bible
		SE	53	Chapter 2 The Art of Graphic Design: Principles of Design: Illusion and Reality: Abstraction: Try It
		SE	61	Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Writing About Art
		SE	65	Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
		SE	89	Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Fig. 3-40 Caption
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
		SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
		SE	148	Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer

SE	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Try It
SE	260	Chapter 9 Design in Motion: Design History: Lotte Reiniger's Silhouette Animations
SE	308	Chapter 10 Working as a Graphic Designer: Keeping Up with the Graphic Design Industry: Try It
SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Analyze
TE	33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Design Extension
TE	48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Advanced
TE	110	Chapter 4 The Design Process: The Basic Steps: Research: Inquiry
TE	115	Chapter 4 The Design Process: The Basic Steps: Sketching: Design Aesthetics
TE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
TE	146	Chapter 5 Identity Design: Identity Past and Present: Inquiry
TE	157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Inquiry
TE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection
TE	196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
TE	220	Chapter 8 Information and Experience Design: A Look Back: Design Aesthetics
TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
TE	224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Interdisciplinary Connection

TE	284	Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
TE	308	Chapter 10 Working as a Graphic Designer: Keeping Up with the Graphic Design Industry: Design Extension

Arizona Visual Arts Standards
Communicating through Graphic Design 2E
HS Accomplished Correlations

Standard #	Standard	SE / TE	Page	Citation
VA:HSA.Cr1.a	Individually or collaboratively formulate new creative problems based on student's existing artwork.	SE	90	Chapter 3 Image Creation for Design: Photography: Lenses: Try It
			100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Design Journal Connection
			111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Think Like a Designer
			137	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
			208	Chapter 7 Advertising Design: Ads for Television and Online Media: Try It
			262	Chapter 9 Design in Motion: Computer-Based Animation: Space and Time (Again): Try It
			291	Chapter 10 Working as a Graphic Designer: Deign Fundamentals: Hierarchy in a Portfolio
		TE	110	Chapter 4 The Design Process: The Basic Steps: Research: Design Extension
			111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Teaching Tip (2)
			150	Chapter 5 Identity Design: Design History: Paul Rand: Design Extension
			200	Chapter 7 Advertising Design: Posters: Design Extension
			257	Chapter 9 Design in Motion: How to…Plan Timing and Spacing: Design Extension
VA:HSA.Cr1.b	Plan personal artwork or design choosing from a range of traditional and contemporary artistic practices.	SE	34	Chapter 2 The Art of Graphic Design: Elements of Art: Texture: Fig. 2-9 Caption
			66	Chapter 3 Image Creation for Design: Illustration: Warming Up: Try It
			68	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Shapes: Try It
			72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Think Like a Designer

	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Try It
80	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Understanding Proportions: Try It
90	Chapter 3 Image Creation for Design: Photography: Lenses: Try It
100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It
133	Chapter 4 The Design Process: Design Components: Images: Photographs: Scans: Try It
137	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Before You Begin
148	Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer
149	Chapter 5 Identity Design: Symbols and Logos: Try It
152	Chapter 5 Identity Design: Design Notes: Web Design: Try It
153	Chapter 5 Identity Design: Stationery: Try It
156	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Templates: Try It
161	Chapter 5 Identity Design: Money: Try It
162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
164	Chapter 5 Identity Design: Design Brief: Club Communication: Design Journal Connection
174	Chapter 6 Publications Design: Books: Try It
189	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
195	Chapter 6 Publications Design: Chapter Review: Publications Design: Apply
200	Chapter 7 Advertising Design: Posters: Try It
203	Chapter 7 Advertising Design: Space Ads: Try It

206 Chapter 7 Advertising Design: How to…Design an Effective Banner Ad: Try It
207 Chapter 7 Advertising Design: Direct Mail: Try It
208 Chapter 7 Advertising Design: Ads for Television and Online Media: Try It
212 Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It
217 Chapter 7 Advertising Design: Chapter Review: Advertising Design: Apply
226 Chapter 8 Information and Experience Design: Signage: Wayfinding: Try It
230 Chapter 8 Information and Experience Design: How to…Create Effective Infographics
234 Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Try It
237 Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
251 Chapter 9 Design in Motion: Design Fundamentals: Animation Principles: Try It
257 Chapter 9 Design in Motion: How to…Plan Timing and Spacing: Try It
258 Chapter 9 Design in Motion: Handmade Animation: Try It
259 Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
262 Chapter 9 Design in Motion: Computer-Based Animation: Space and Time (Again): Try It
265 Chapter 9 Design in Motion: Creating Motion Graphics: Generating Ideas: Try It
266 Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Try It
267 Chapter 9 Design in Motion: How to…Create a Storyboard
268 Chapter 9 Design in Motion: Design Notes: Game Design: Try It

	273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Design Journal Connection
	290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It
	292	Chapter 10 Working as a Graphic Designer: How to…Develop Your Résumé: Try It
	297	Chapter 10 Working as a Graphic Designer: Finding a Job: Interviewing: Try It
	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Apply
TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Teaching Tip
	64	Chapter 3 Image Creation for Design: Illustration: Interdisciplinary Connection
	65	Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
	66	Chapter 3 Image Creation for Design: Illustration: Warming Up: Design Extension
	111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Design Extension
	113	Chapter 4 The Design Process: The Basic Steps: Brainstorming: Interdisciplinary Connection
	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
	161	Chapter 5 Identity Design: Money: Design Aesthetics
	180	Chapter 6 Publications Design: Magazines: Design Extension
		Chapter 6 Publications Design: Magazines: Interdisciplinary Connection

			223 Chapter 8 Information and Experience Design: Maps: Map Design Principles: Advanced Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
			226 Chapter 8 Information and Experience Design: Signage: Wayfinding: Design Extension
			234 Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Design Extension
			264 Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection
			266 Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Interdisciplinary Connection
			270 Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection
			271 Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
			272 Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
			312 Chapter 10 Working as a Graphic Designer: Working Ethically: Using Images: Design Extension
VA:HSA.Cr1.b	Through experimentation, practice, and persistence, demonstrate acquisition of skills and knowledge in a chosen art form using various approaches (such as using the using elements and principles of modern art, applying artistic norms of diverse cultures, addressing social issues in contemporary art, etc.).	SE	22 Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Create It
			32 Chapter 2 The Art of Graphic Design: Elements of Art: Space: Try It
			39 Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Try It
			46 Chapter 2 The Art of Graphic Design: Principles of Design: Unity and Variety: Try It
			55 Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It
			69 Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Forms: Try It

72 Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Try It
77 Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Try IT
80 Chapter 3 Image Creation for Design: Illustration: The Human Figure: Understanding Proportions: Try It
Chapter 3 Image Creation for Design: Illustration: The Human Figure: Using Models: Try It
84 Chapter 3 Image Creation for Design: Photography: Using a Digital Camera: Try It
88 Chapter 3 Image Creation for Design: Photography: Composition: Viewpoint and Timing: Think Like a Designer
90 Chapter 3 Image Creation for Design: Photography: Lenses: Try It
100 Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It
105 Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Apply
Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: For Your Portfolio
126 Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
127 Chapter 4 The Design Process: How to…Design with Type
129 Chapter 4 The Design Process: Design Components: Typography: Legibility: Think Like a Designer
133 Chapter 4 The Design Process: Design Components: Images: Photographs: Scans: Try It
138 Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
149 Chapter 5 Identity Design: Symbols and Logos: Try It
152 Chapter 5 Identity Design: Design Notes: Web Design: Try It
156 Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Templates: Try It

174 Chapter 6 Publications Design: Books: Try It
187 Chapter 6 Publications Design: How to Set Up and Use Style Sheets

189 Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
195 Chapter 6 Publications Design: Chapter Review: Publications Design: Apply
200 Chapter 7 Advertising Design: Posters: Try It
203 Chapter 7 Advertising Design: Space Ads: Try It
206 Chapter 7 Advertising Design: How to…Design an Effective Banner Ad: Try It
208 Chapter 7 Advertising Design: Ads for Television and Online Media: Try It
212 Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It
217 Chapter 7 Advertising Design: Chapter Review: Advertising Design: Apply
226 Chapter 8 Information and Experience Design: Signage: Wayfinding: Try It
234 Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Try It
237 Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
243 Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: Apply
247 Chapter 9 Design in Motion: A Brief History of Motion: Think Like a Designer
249 Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Change: Try It
251 Chapter 9 Design in Motion: Design Fundamentals: Animation Principles: Try It
253 Chapter 9 Design in Motion: How to…Animate a Human Action

256 Chapter 9 Design in Motion: How to…Plan Timing and Spacing
Chapter 9 Design in Motion: How to…Plan Timing and Spacing: Interdisciplinary Connection
257 Chapter 9 Design in Motion: How to…Plan Timing and Spacing: Try It

258 Chapter 9 Design in Motion: Handmade Animation: Try It
259 Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
262 Chapter 9 Design in Motion: Computer-Based Animation: Space and Time (Again): Try It
265 Chapter 9 Design in Motion: Creating Motion Graphics: Generating Ideas: Try It
266 Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Try It
267 Chapter 9 Design in Motion: How to…Create a Storyboard
268 Chapter 9 Design in Motion: Design Notes: Game Design: Try It
274 Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
283 Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Graphic Designer: Try It
290 Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It
291 Chapter 10 Working as a Graphic Designer: Deign Fundamentals: Hierarchy in a Portfolio
292 Chapter 10 Working as a Graphic Designer: How to…Develop Your Résumé: Try It
297 Chapter 10 Working as a Graphic Designer: Finding a Job: Interviewing: Try It
316 Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
321 Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Apply

TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Teaching Tip
	43	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Design Extension
	64	Chapter 3 Image Creation for Design: Illustration: Interdisciplinary Connection
	65	Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
	67	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Seeing Shapes: Design Extension
	69	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Forms: Inquiry
	73	Chapter 3 Image Creation for Design: Illustration: Composition: Composing by Thirds: Design Aesthetics
	77	Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Design Extension
	80	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Understand Anatomy: Teaching Tip (1)
	110	Chapter 4 The Design Process: The Basic Steps: Research: Teaching Tip
	113	Chapter 4 The Design Process: The Basic Steps: Brainstorming: Interdisciplinary Connection
	115	Chapter 4 The Design Process: The Basic Steps: Sketching: Design Aesthetics
		Chapter 4 The Design Process: The Basic Steps: Sketching: Teaching Tip
	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
	150	Chapter 5 Identity Design: Design History: Paul Rand: Design Extension

154 Chapter 5 Identity Design: How to…Simplify an Image: Design Extension
176 Chapter 6 Publications Design: Books: Book Design Components: Digital Book Design: Teaching Tip
180 Chapter 6 Publications Design: Magazines: Design Extension
Chapter 6 Publications Design: Magazines: Interdisciplinary Connection
204 Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Teaching Tip
208 Chapter 7 Advertising Design: Ads for Television and Online Media: Interdisciplinary Connection
222 Chapter 8 Information and Experience Design: Maps: Teaching Tip

223 Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
226 Chapter 8 Information and Experience Design: Signage: Wayfinding: Design Extension
228 Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Interdisciplinary Connection
234 Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Design Extension
253 Chapter 9 Design in Motion: How to…Animate a Human Action: Teaching Tip
255 Chapter 9 Design in Motion: Motion Fundamentals: Timing and Spacing: Teaching Tip
264 Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection
266 Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Interdisciplinary Connection
269 Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Kinetic Typography

			270 Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection
			271 Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
			272 Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
			312 Chapter 10 Working as a Graphic Designer: Working Ethically: Using Images: Design Extension
VA:HSA.Cr2.b	Use art media with skill, purpose, and craftsmanship; and demonstrate awareness of ethical implications of making and distributing creative work.	SE	98 Chapter 3 Image Creation for Design: Images and Ethics: Licensing: Try It
			190 Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
			210 Chapter 7 Advertising Design: Looking Ahead: Advertising: Discuss It
			217 Chapter 7 Advertising Design: Chapter Review: Advertising Design: Writing About Art
			310 Chapter 10 Working as a Graphic Designer: Working Ethically: Copyright
		TE	17 Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Inquiry
			56 Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips
			100 Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Teaching Tips
			111 Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Teaching Tip (1)
			133 Chapter 4 The Design Process: Design Components: Images: Photographs: Teaching Tip
			138 Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
			196 Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image

			201 Chapter 7 Advertising Design: Billboards: Inquiry
			212 Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Teaching Tips
			236 Chapter 8 Information and Experience Design: Looking Ahead: Information and Experience Design: Inquiry
			290 Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Teaching Tip (2)
			309 Chapter 10 Working as a Graphic Designer: Working Ethically: Teaching Tip
			312 Chapter 10 Working as a Graphic Designer: Working Ethically: Using Images: Design Extension
			315 Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Before You Begin
VA:HSA.Cr2.c	Redesign an artwork, everyday object, or place in response to contemporary issues (such as "Sun Mad" by Yolanda Lopez, "George Washington Carver Crossing the Delaware" by Robert Colescott, vacant lot as community garden, etc.).	SE	72 Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Try It
			148 Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer
			152 Chapter 5 Identity Design: Design Notes: Web Design: Try It
			153 Chapter 5 Identity Design: Stationery: Try It
			161 Chapter 5 Identity Design: Money: Try It
			162 Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
			163 Chapter 5 Identity Design: Design Brief: Club Communication: Create It
			164 Chapter 5 Identity Design: Design Brief: Club Communication: Design Journal Connection
			169 Chapter 5 Identity Design: Chapter Review: Identity Design: Apply
			174 Chapter 6 Publications Design: Books: Try It
			179 Chapter 6 Publications Design: Design Notes: Guide to the Front Page: Think Like a Designer

			201 Chapter 7 Advertising Design: Billboards: Think Like a Designer
			235 Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
			290 Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It
		TE	4 Chapter 1 What Is Graphic Design: Design Is All Around You: Design History
			17 Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
			119 Chapter 4 The Design Process: The Basic Steps: Design Direction: More Is Better-Usually: Design Extension
			149 Chapter 5 Identity Design: Symbols and Logos: Teaching Tip-Try It
			158 Chapter 5 Identity Design: Flags and Banners: Design Aesthetics (2)
			161 Chapter 5 Identity Design: Money: Design Aesthetics
			181 Chapter 6 Publications Design: Design Notes: Anatomy of a Magazine Article: Think Like a Designer
			200 Chapter 7 Advertising Design: Posters: Teaching Tip
			201 Chapter 7 Advertising Design: Billboards: Inquiry
			223 Chapter 8 Information and Experience Design: Maps: Map Design Principles: Advanced
			225 Chapter 8 Information and Experience Design: Signage: Teaching Tip
VA:HSA.Cr3.a	Engage in constructive critique with peers, then reflect on, re-engage, revise, and refine works of art.	SE	18 Chapter 1 What Is Graphic Design: How to…Give and Receive Feedback
			56 Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Check It Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It
			100 Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Check It

				Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It
			138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
			164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
			190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
			212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Check It
				Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It
			238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
			274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
			292	Chapter 10 Working as a Graphic Designer: How to…Develop Your Résumé: Try It
			316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
		TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Teaching Tip
			120	Chapter 4 The Design Process: The Basic Steps: Client Review: Interdisciplinary Connection
VA:HSA.Pr4.a	Examine, select, and justify choices of personal artwork for a collection or portfolio presentation.	SE	27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: For Your Portfolio
			61	Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: For Your Portfolio
			138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Check It
			143	Chapter 4 The Design Process: Chapter Review: The Design Process: For Your Portfolio

	148	Chapter 5 Identity Design: Ways to Show Identity: Career Tip
	169	Chapter 5 Identity Design: Chapter Review: Identity Design: For Your Portfolio
	195	Chapter 6 Publications Design: Chapter Review: Publications Design: For Your Portfolio
	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: For Your Portfolio
	243	Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: For Your Portfolio
	279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: For Your Portfolio
	288	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Try It
	290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio
		Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It
	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Present It
	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: For Your Portfolio
TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Design Critique
	57	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Display
	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
	164	Chapter 5 Identity Design: Design Brief: Club Communication: Present It
	213	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Display

			297 Chapter 10 Working as a Graphic Designer: Finding a Job: Interviewing: Try It
VA:HSA.Pr5.a	Evaluate, select, and apply methods or processes appropriate to display and preserve artwork in a specific place (such as spaces in the classroom, on school campus, at local businesses, in public spaces, etc.).	SE	33 Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Try It
			93 Chapter 3 Image Creation for Design: Managing Images: Using Raster and Vector Images
			94 Chapter 3 Image Creation for Design: Managing Images: Color Processes
			98 Chapter 3 Image Creation for Design: Images and Ethics: Licensing: Try It
			136 Chapter 4 The Design Process: The Path to a Final Product: Many Design Outcomes: Note It
			138 Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
			148 Chapter 5 Identity Design: Ways to Show Identity: Career Tip
			153 Chapter 5 Identity Design: Stationery: Try It
			182 Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
			203 Chapter 7 Advertising Design: Space Ads: Try It
			233 Chapter 8 Information and Experience Design: Exhibit Design: Fig. 8-23 Caption
			234 Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Try It
			291 Chapter 10 Working as a Graphic Designer: Deign Fundamentals: Hierarchy in a Portfolio
			316 Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Present It
		TE	74 Chapter 3 Image Creation for Design: Illustration: Composition: A Sense of Space: Inqiury
			96 Chapter 3 Image Creation for Design: How to…Use Metadata to Organize Photos: Inquiry

			100 Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Display
			120 Chapter 4 The Design Process: The Basic Steps: Client Review: Interdisciplinary Connection
			138 Chapter 4 The Design Process: Design Brief: Identifying My Mix: Display
			157 Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Inquiry
			164 Chapter 5 Identity Design: Design Brief: Club Communication: Present It
			201 Chapter 7 Advertising Design: Billboards: Inquiry Chapter 7 Advertising Design: Billboards: Interdisciplinary Connection
			207 Chapter 7 Advertising Design: Direct Mail: Try It
			213 Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Display
			223 Chapter 8 Information and Experience Design: Maps: Map Design Principles: Advanced
			234 Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Design Extension
			238 Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Display
			275 Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Display
VA:HSA.Pr6.a	Make, explain, and justify connections between artists or artwork and social, cultural, and political history.	SE	8 Chapter 1 What Is Graphic Design: Design History: Gutenberg and His Bible
			33 Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Try It
			50 Chapter 2 The Art of Graphic Design: Principles of Design: Expression: Fig. 2-33 Caption
			89 Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Fig. 3-40 Caption

	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
	132	Chapter 4 The Design Process: Design Components: Images: Illustrations: Fig. 4-35 Caption
	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Try It
	198	Chapter 7 Advertising Design: A Little Advertising History: Fig. 7-2 Caption
	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption
	284	Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
	308	Chapter 10 Working as a Graphic Designer: Keeping Up with the Graphic Design Industry: Try It
	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Analyze
TE	110	Chapter 4 The Design Process: The Basic Steps: Research: Inquiry
	115	Chapter 4 The Design Process: The Basic Steps: Sketching: Design Aesthetics
	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
	146	Chapter 5 Identity Design: Identity Past and Present: Inquiry

			157 Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Inquiry
			172 Chapter 6 Publications Design: Looking Back: Design Aesthetics
			173 Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection
			208 Chapter 7 Advertising Design: Ads for Television and Online Media: Interdisciplinary Connection
			220 Chapter 8 Information and Experience Design: A Look Back: Interdisciplinary Connection
			223 Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
			227 Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique
			308 Chapter 10 Working as a Graphic Designer: Keeping Up with the Graphic Design Industry: Design Extension
VA:HSA.Re7.a	Use art-specific vocabulary to describe personal aesthetic responses to designed objects and constructed environments (such as electronic devices, household appliances, shopping malls).	SE	17 Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
			22 Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Create It
			31 Chapter 2 The Art of Graphic Design: Elements of Art: Shape and Form: Fig. 2-5 Caption
			34 Chapter 2 The Art of Graphic Design: Elements of Art: Texture: Think Like a Designer
			61 Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Writing About Art
			89 Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Fig. 3-40 Caption
			105 Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
			106 Chapter 4 The Design Process: Chapter Opener: Fig. 4-1 Caption
			124 Chapter 4 The Design Process: Design History: The Evolution of the Poster: Discuss It

	149	Chapter 5 Identity Design: Symbols and Logos: Fig. 5-7 Caption
	162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
	196	Chapter 7 Advertising Design: Chapter Opener: Fig. 7-1 Caption
	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption
	210	Chapter 7 Advertising Design: Looking Ahead: Advertising: Discuss It
	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Analyze
	232	Chapter 8 Information and Experience Design: Design Fundamentals: Line: Discuss It
	235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Writing About Art
TE	106	Chapter 4 The Design Process: Chapter Opener: Tips for Using the Opening Image
	144	Chapter 5 Identity Design: Chapter Opener: Tips for Using the Opening Image
	154	Chapter 5 Identity Design: How to…Simplify an Image: Design Extension
	170	Chapter 6 Publications Design: Chapter Opener: Tips for Using the Opening Image
	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Teaching Tip
	196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
	201	Chapter 7 Advertising Design: Billboards: Teaching Tip
	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip

			218 Chapter 8 Information and Experience Design: Chapter Opener: Tips for Using the Opening Image
			224 Chapter 8 Information and Experience Design: Design Notes: Road Culture: Teaching Tip
			244 Chapter 9 Design in Motion: Chapter Opener: Tips for Using the Opening Image
			271 Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
			288 Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Online Portfolios: Design Extension
VA:HSA.Re7.b	Evaluate the effectiveness of an image or images to influence ideas, feelings, and behaviors of specific audiences (political posters, ideal images of women, marketing campaigns, etc.).	SE	17 Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Fig. 1-29 Caption
			27 Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: Evaluate
			34 Chapter 2 The Art of Graphic Design: Elements of Art: Texture: Fig. 2-10 Caption
			38 Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: Color and Vision: Think Like a Designer
			54 Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Fig. 2-40 Caption Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Think Like a Designer
			61 Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Evaluate
			64 Chapter 3 Image Creation for Design: Illustration: Fig. 3-2 Caption
			89 Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Fig. 3-40 Caption
			105 Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art

106 Chapter 4 The Design Process: Chapter Opener: Fig. 4-1 Caption
110 Chapter 4 The Design Process: The Basic Steps: Research: Fig. 4-5 Caption
124 Chapter 4 The Design Process: Design History: The Evolution of the Poster: Discuss It
Chapter 4 The Design Process: Design History: The Evolution of the Poster: Fig. 4-25 Caption
129 Chapter 4 The Design Process: Design Components: Typography: Legibility: Try It
130 Chapter 4 The Design Process: How to…Use Dummy Type: Fig. 4-32 Caption
138 Chapter 4 The Design Process: Design Brief: Identifying My Mix: Design Journal Connection
143 Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
148 Chapter 5 Identity Design: Ways to Show Identity: Fig. 5-6 Caption

157 Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer
159 Chapter 5 Identity Design: Uniforms and Insignia: Think Like a Designer
162 Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
169 Chapter 5 Identity Design: Chapter Review: Identity Design: Evaluate
Chapter 5 Identity Design: Chapter Review: Identity Design: Writing About Art
173 Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
174 Chapter 6 Publications Design: Books: Try It

179 Chapter 6 Publications Design: Design Notes: Guide to the Front Page: Think Like a Designer
180 Chapter 6 Publications Design: Magazines: Try It
181 Chapter 6 Publications Design: Design Notes: Anatomy of a Magazine Article: Think Like a Designer
183 Chapter 6 Publications Design: Newsletters: Fig. 6-18 Caption
199 Chapter 7 Advertising Design: A Little Advertising History: Radio and Television: Discuss It
200 Chapter 7 Advertising Design: Posters: Fig. 7-6 Caption
206 Chapter 7 Advertising Design: How to…Design an Effective Banner Ad: Fig. 7-13 Caption
208 Chapter 7 Advertising Design: Ads for Television and Online Media: Discuss It
209 Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption
217 Chapter 7 Advertising Design: Chapter Review: Advertising Design: Analyze
Chapter 7 Advertising Design: Chapter Review: Advertising Design: Writing About Art
218 Chapter 8 Information and Experience Design: Chapter Opener: Fig. 8-1 Caption
226 Chapter 8 Information and Experience Design: Signage: Wayfinding: Fig. 8-12 Caption
228 Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Fig. 8-15 Caption
232 Chapter 8 Information and Experience Design: Design Fundamentals: Line: Discuss It
266 Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Fig. 9-32 Caption
279 Chapter 9 Design in Motion: Chapter Review: Design in Motion: Analyze

		Chapter 9 Design in Motion: Chapter Review: Design in Motion: Evaluate
	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Writing About Art
TE	2	Chapter 1 What Is Graphic Design: Chapter Opener: Tips for Using the Opening Image
	7	Chapter 1 What Is Graphic Design: A Brief History: Early Printing: Design Aesthetics
	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Inquiry
	40	Chapter 2 The Art of Graphic Design: Principles of Design: Design Critique
	49	Chapter 2 The Art of Graphic Design: Principles of Design: Contrast: Design Aesthetics
	51	Chapter 2 The Art of Graphic Design: How to…Critique a Graphic Design: Teaching Tips
	106	Chapter 4 The Design Process: Chapter Opener: Tips for Using the Opening Image
	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Design Aesthetics
	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
	127	Chapter 4 The Design Process: How to…Design with Type: Design Aesthetics
	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
	131	Chapter 4 The Design Process: Design Fundamentals: Space and Balance: Design Aesthetics
	147	Chapter 5 Identity Design: Identity Past and Present: Design Aesthetics
	154	Chapter 5 Identity Design: How to…Simplify an Image: Design Extension

159 Chapter 5 Identity Design: Uniforms and Insignia: Design Aesthetics

162 Chapter 5 Identity Design: Looking Ahead: Identity Design: Design Aesthetics
167 Chapter 5 Identity Design: Career Profile: Laura Savard: Inquiry
170 Chapter 6 Publications Design: Chapter Opener: Tips for Using the Opening Image
173 Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection
178 Chapter 6 Publications Design: Newspapers: Style and Consistency: Try It
182 Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Teaching Tip
196 Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
198 Chapter 7 Advertising Design: A Little Advertising History: Design Aesthetics
208 Chapter 7 Advertising Design: Ads for Television and Online Media: Teaching Tip
209 Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Link
Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip
220 Chapter 8 Information and Experience Design: A Look Back: Design Aesthetics
227 Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique
228 Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Teaching Tip
259 Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It

			264 Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Teaching Tip (2)
			271 Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
VA:HSA.Re8.a	Construct a persuasive interpretation of an artwork or collection informed by the perspective of an art specialist(s) (such as art historians, art critics, curators, reviewers, and other artists).	SE	17 Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
			54 Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Think Like a Designer
			157 Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer
			159 Chapter 5 Identity Design: Uniforms and Insignia: Think Like a Designer
			176 Chapter 6 Publications Design: Books: Book Design Components: Think Like a Designer
			179 Chapter 6 Publications Design: Design Notes: Guide to the Front Page: Think Like a Designer
			235 Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
			284 Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
		TE	2 Chapter 1 What Is Graphic Design: Chapter Opener: Tips for Using the Opening Image
			34 Chapter 2 The Art of Graphic Design: Elements of Art: Texture: Design Critique
			40 Chapter 2 The Art of Graphic Design: Principles of Design: Design Critique
			48 Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Design Aesthetics
			49 Chapter 2 The Art of Graphic Design: Principles of Design: Contrast: Design Aesthetics
			75 Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Casual Perspective: Design Critique

		89 Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Design Aesthetics
		106 Chapter 4 The Design Process: Chapter Opener: Tips for Using the Opening Image
		126 Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
		127 Chapter 4 The Design Process: How to…Design with Type: Design Aesthetics
		131 Chapter 4 The Design Process: Design Fundamentals: Space and Balance: Design Aesthetics
		144 Chapter 5 Identity Design: Chapter Opener: Tips for Using the Opening Image
		162 Chapter 5 Identity Design: Looking Ahead: Identity Design: Design Aesthetics
		172 Chapter 6 Publications Design: Looking Back: Design Aesthetics
		182 Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Teaching Tip
		196 Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
		198 Chapter 7 Advertising Design: A Little Advertising History: Design Aesthetics
		204 Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Advanced
		228 Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Interdisciplinary Connection
		271 Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
VA:HSA.Re9.a	Determine the relevance of criteria used by others (such as the general public compared to art specialists, for example) to evaluate a work of art or	6 Chapter 1 What Is Graphic Design: A Brief History: Alphabets and Books: Design Aesthetics
		51 Chapter 2 The Art of Graphic Design: How to…Critique a Graphic Design: Teaching Tips

	collection of works.		209 Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip
VA:HSA.Cn10.a	Utilize inquiry methods of observation, research, and experimentation to explore community concerns through artmaking.	SE	22 Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Create It 55 Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It 64 Chapter 3 Image Creation for Design: Illustration: Try It 66 Chapter 3 Image Creation for Design: Illustration: Warming Up: Try It 69 Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Forms: Try It 72 Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Try It 77 Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Try IT 80 Chapter 3 Image Creation for Design: Illustration: The Human Figure: Understanding Proportions: Try It 88 Chapter 3 Image Creation for Design: Photography: Composition: Viewpoint and Timing: Think Like a Designer 99 Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It 105 Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: For Your Portfolio 111 Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Think Like a Designer 117 Chapter 4 The Design Process: How to…Visualize by Sketching 126 Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer 133 Chapter 4 The Design Process: Design Components: Images: Photographs: Scans: Try It 138 Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It

Chapter 4 The Design Process: Design Brief: Identifying My Mix: Design Journal Connection
148 Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer
149 Chapter 5 Identity Design: Symbols and Logos: Try It
152 Chapter 5 Identity Design: Design Notes: Web Design: Try It
153 Chapter 5 Identity Design: Stationery: Try It
162 Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
164 Chapter 5 Identity Design: Design Brief: Club Communication: Create It
174 Chapter 6 Publications Design: Books: Try It
182 Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
200 Chapter 7 Advertising Design: Posters: Try It
206 Chapter 7 Advertising Design: How to…Design an Effective Banner Ad: Try It
207 Chapter 7 Advertising Design: Direct Mail: Try It
208 Chapter 7 Advertising Design: Ads for Television and Online Media: Try It
212 Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It
226 Chapter 8 Information and Experience Design: Signage: Wayfinding: Try It
237 Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
249 Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Change: Try It
251 Chapter 9 Design in Motion: Design Fundamentals: Animation Principles: Try It
256 Chapter 9 Design in Motion: How to…Plan Timing and Spacing: Interdisciplinary Connection

	257	Chapter 9 Design in Motion: How to…Plan Timing and Spacing: Try It
	259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
	265	Chapter 9 Design in Motion: Creating Motion Graphics: Generating Ideas: Try It
	266	Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Try It
	268	Chapter 9 Design in Motion: Design Notes: Game Design: Try It
	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
TE	4	Chapter 1 What Is Graphic Design: Design Is All Around You: Design History
	9	Chapter 1 What Is Graphic Design: A Brief History: The Industrial Revolution: Inquiry
	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
	33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Design Extension
	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Inquiry
	48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Advanced
	53	Chapter 2 The Art of Graphic Design: Principles of Design: Illusion and Reality: Abstraction: Teaching Tip
	64	Chapter 3 Image Creation for Design: Illustration: Interdisciplinary Connection
	65	Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
	66	Chapter 3 Image Creation for Design: Illustration: Warming Up: Design Extension

69 Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Forms: Inquiry
73 Chapter 3 Image Creation for Design: Illustration: Composition: Composing by Thirds: Design Aesthetics
77 Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Design Extension
113 Chapter 4 The Design Process: The Basic Steps: Brainstorming: Interdisciplinary Connection
115 Chapter 4 The Design Process: The Basic Steps: Sketching: Design Aesthetics
124 Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
150 Chapter 5 Identity Design: Design History: Paul Rand: Design Extension
154 Chapter 5 Identity Design: How to…Simplify an Image: Design Extension
180 Chapter 6 Publications Design: Magazines: Design Extension
Chapter 6 Publications Design: Magazines: Interdisciplinary Connection
204 Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Advanced
208 Chapter 7 Advertising Design: Ads for Television and Online Media: Interdisciplinary Connection
223 Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
228 Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Interdisciplinary Connection
253 Chapter 9 Design in Motion: How to…Animate a Human Action: Teaching Tip
264 Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection

			266 Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Interdisciplinary Connection
			269 Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Kinetic Typography
			270 Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection
			271 Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
			272 Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
			312 Chapter 10 Working as a Graphic Designer: Working Ethically: Using Images: Design Extension
VA:HSA.Cn11.a	Compare uses of art in a variety of societal, cultural, and historical contexts and make connections to uses of art in contemporary and local contexts.	SE	4 Chapter 1 What Is Graphic Design: Design Is All Around You: Fig. 1-4 Caption
			12 Chapter 1 What Is Graphic Design: A Brief History: Into the Modern Age: Posters and Signage: Fig. 1-20 Caption
			22 Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Create It
			39 Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption
			61 Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Writing About Art
			65 Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
			143 Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
			148 Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer
			172 Chapter 6 Publications Design: Looking Back: Fig. 6-2 Caption

	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Try It
	199	Chapter 7 Advertising Design: A Little Advertising History: Radio and Television: Discuss It
	201	Chapter 7 Advertising Design: Billboards: Think Like a Designer
	220	Chapter 8 Information and Experience Design: A Look Back: Fig. 8-2 Caption
	221	Chapter 8 Information and Experience Design: A Look Back: Discuss It
	252	Chapter 9 Design in Motion: Motion Fundamentals: Animation and Frames: Fig. 9-14 Caption
	260	Chapter 9 Design in Motion: Design History: Lotte Reiniger's Silhouette Animations
	284	Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Analyze
TE	4	Chapter 1 What Is Graphic Design: Design Is All Around You: Design History
	5	Chapter 1 What Is Graphic Design: A Brief History: The Birth of Writing: Teaching Tip
	6	Chapter 1 What Is Graphic Design: A Brief History: Alphabets and Books: Design Aesthetics
	11	Chapter 1 What Is Graphic Design: A Brief History: Into the Modern Age: Teaching Tip
	28	Chapter 2 The Art of Graphic Design: Chapter Opener: Tips for Using the Opening Image
	48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Advanced
	110	Chapter 4 The Design Process: The Basic Steps: Research: Inquiry

129 Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
146 Chapter 5 Identity Design: Identity Past and Present: Inquiry
157 Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Inquiry
172 Chapter 6 Publications Design: Looking Back: Design Aesthetics
173 Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection
178 Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
196 Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
198 Chapter 7 Advertising Design: A Little Advertising History: Design History
204 Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Advanced
209 Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Link
220 Chapter 8 Information and Experience Design: A Look Back: Design Aesthetics
Chapter 8 Information and Experience Design: A Look Back: Interdisciplinary Connection
224 Chapter 8 Information and Experience Design: Design Notes: Road Culture: Interdisciplinary Connection
308 Chapter 10 Working as a Graphic Designer: Keeping Up with the Graphic Design Industry: Design Extension

Arizona Visual Arts Standards
Communicating through Graphic Design 2E
HS Advanced Correlations

Standard #	Standard	SE / TE	Page	Citation
VA:HSAdv.Cr1.a	Visualize and hypothesize to generate plans for creating art or design that explores social issues.	SE	189	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
		SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Design Journal Connection
		SE	259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
		SE	273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Before You Begin
		SE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
		TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
		TE	167	Chapter 5 Identity Design: Career Profile: Laura Savard: Inquiry
		TE	180	Chapter 6 Publications Design: Magazines: Design Extension
		TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
		TE	272	Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
VA:HSAdv.Cr1.b	Follow or break established conventions in the making of multiple works of art or design based on a theme, idea, or concept.	SE	137	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Before You Begin
		SE	148	Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer
		SE	149	Chapter 5 Identity Design: Symbols and Logos: Try It
		SE	152	Chapter 5 Identity Design: Design Notes: Web Design: Try It
		SE	153	Chapter 5 Identity Design: Stationery: Try It
		SE	156	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Templates: Try It
		SE	163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
		SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Design Journal Connection

		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
		SE	203	Chapter 7 Advertising Design: Space Ads: Try It
		SE	206	Chapter 7 Advertising Design: How to…Design an Effective Banner Ad: Try It
		SE	290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It
		SE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
		TE	139	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Meeting Individual Student Needs
		TE	161	Chapter 5 Identity Design: Money: Design Aesthetics
		TE	312	Chapter 10 Working as a Graphic Designer: Working Ethically: Using Images: Design Extension
VA:HSAdv.Cr2.a	Experiment, plan, and make multiple works of art and design that explore a personally meaningful theme, idea, or concept.	SE	137	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
		SE	152	Chapter 5 Identity Design: Design Notes: Web Design: Try It
		SE	163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
		SE	290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It
		SE	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
		TE	139	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Meeting Individual Student Needs
VA:HSAdv.Cr2.b	Demonstrate understanding of the importance of balancing freedom and responsibility in the use of images, materials, tools, and equipment in the	SE	98	Chapter 3 Image Creation for Design: Images and Ethics: Licensing: Try It
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It

	creation and circulation of creative work.	SE	210	Chapter 7 Advertising Design: Looking Ahead: Advertising: Discuss It
		SE	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Writing About Art
		SE	310	Chapter 10 Working as a Graphic Designer: Working Ethically: Copyright
		TE	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Inquiry
		TE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips
		TE	111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Teaching Tip (1)
		TE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
		TE	201	Chapter 7 Advertising Design: Billboards: Inquiry
		TE	212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Teaching Tips
		TE	236	Chapter 8 Information and Experience Design: Looking Ahead: Information and Experience Design: Inquiry
		TE	309	Chapter 10 Working as a Graphic Designer: Working Ethically: Teaching Tip
		TE	312	Chapter 10 Working as a Graphic Designer: Working Ethically: Using Images: Design Extension
		TE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Before You Begin
VA:HSAdv.Cr2.c	Demonstrate in works of art or design how visual and material culture defines, shapes, enhances, inhibits, and/or empowers people's lives.	SE	72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustraiton Media: Think Like a Designer
		SE	99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Before You Begin
		SE	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer

SE	137	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
SE	148	Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer
SE	149	Chapter 5 Identity Design: Symbols and Logos: Try It
SE	152	Chapter 5 Identity Design: Design Notes: Web Design: Try It
SE	153	Chapter 5 Identity Design: Stationery: Try It
SE	162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
SE	163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
SE	189	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Design Journal Connection
SE	259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
SE	273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
SE	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
TE	9	Chapter 1 What Is Graphic Design: A Brief History: The Industrial Revolution: Inquiry
TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
TE	161	Chapter 5 Identity Design: Money: Design Aesthetics
TE	180	Chapter 6 Publications Design: Magazines: Design Extension
TE	200	Chapter 7 Advertising Design: Posters: Teaching Tip
TE	201	Chapter 7 Advertising Design: Billboards: Interdisciplinary Connection
TE	208	Chapter 7 Advertising Design: Ads for Television and Online Media: Interdisciplinary Connection

		TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
		TE	264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection
		TE	272	Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
VA:HSAdv.Cr3.a	Reflect on, re-engage, revise, and refine works of art or design considering relevant traditional and contemporary criteria as well as personal artistic vision.	SE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Check It
		SE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It
		SE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It
		SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
		SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
		SE	212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Check It
		SE	212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It
		SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
		SE	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
		SE	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It
		TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Teaching Tip
		TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection

VA:HSAdv.Pr4.a	Analyze, select, curate, and present artwork for a specific exhibit or event.	SE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
		SE	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
		SE	234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Try It
		SE	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Present It
		TE	74	Chapter 3 Image Creation for Design: Illustration: Composition: A Sense of Space: Inqiury
		TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
		TE	213	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Display
		TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Advanced
		TE	289	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Print Portfolios: Link
VA:HSAdv.Pr5.a	Investigate and compare methods for preserving and protecting art (such as conserving/stabilizing, restoring/repairing, repatriating, addressing security concerns, etc.).	SE	93	Chapter 3 Image Creation for Design: Managing Images: Using Raster and Vector Images
		SE	94	Chapter 3 Image Creation for Design: Managing Images: Color Processes
		SE	95	Chapter 3 Image Creation for Design: Managing Images: Archiving
		SE	96	Chapter 3 Image Creation for Design: How to…Use Metadata to Organize Photos
		SE	98	Chapter 3 Image Creation for Design: Images and Ethics: Licensing: Try It
		SE	122	Chapter 4 The Design Process: The Basic Steps: The Last Steps
		SE	135	Chapter 4 The Design Process: The Path to a Final Product
		SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: For Your Portfolio

		SE	148	Chapter 5 Identity Design: Ways to Show Identity: Career Tip
		SE	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: For Your Portfolio
		SE	289	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Print Portfolios: Note It
		SE	291	Chapter 10 Working as a Graphic Designer: Deign Fundamentals: Hierarchy in a Portfolio
		TE	96	Chapter 3 Image Creation for Design: How to…Use Metadata to Organize Photos: Inquiry
VA:HSAdv.Pr6.a	Curate a collection of objects, artifacts, or artwork to impact the viewer's understanding of social, cultural, and/or political experiences.	SE	21	Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Before You Begin
		SE	22	Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Create It
		SE	33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Try It
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
		SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
		SE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
		SE	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
		SE	233	Chapter 8 Information and Experience Design: Exhibit Design: Fig. 8-23 Caption
		SE	234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Try It
		TE	5	Chapter 1 What Is Graphic Design: A Brief History: The Birth of Writing: Teaching Tip
		TE	33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Design Extension

		TE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Display
		TE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
		TE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Display
		TE	146	Chapter 5 Identity Design: Identity Past and Present: Inquiry
		TE	157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Inquiry
		TE	234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Design Extension
VA:HSAdv.Re7.a	Reflect upon how responses to art develop over time based on knowledge of and experience with art and life.	SE	22	Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Check It
		SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Design Journal Connection
		TE	33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Design Extension
		TE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection
		TE	280	Chapter 10 Working as a Graphic Designer: Chapter Opener: Tips for Using the Opening Image
VA:HSAdv.Re7.b	Identify commonalities in visual images made in the same era or culture (such as fashion, automotive design, furniture, buildings, etc.).	SE	33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Try It
		SE	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption
		SE	44	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Visual Paths: Try It
		SE	53	Chapter 2 The Art of Graphic Design: Principles of Design: Illusion and Reality: Abstraction: Try It
		SE	55	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Before You Begin

SE	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
SE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Try It
SE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
SE	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
SE	224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Fig. 8-8 and Fig. 8-9 Caption
SE	225	Chapter 8 Information and Experience Design: Signage: Fig. 8-10 Caption
SE	284	Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
SE	308	Chapter 10 Working as a Graphic Designer: Keeping Up with the Graphic Design Industry: Try It
TE	11	Chapter 1 What Is Graphic Design: A Brief History: Into the Modern Age: Teaching Tip
TE	14	Chapter 1 What Is Graphic Design: A Brief History: Graphic Design Today: Inquiry
TE	41	Chapter 2 The Art of Graphic Design: Principles of Design: Balance: Teaching Tip
TE	110	Chapter 4 The Design Process: The Basic Steps: Research: Inquiry
TE	115	Chapter 4 The Design Process: The Basic Steps: Sketching: Design Aesthetics
TE	127	Chapter 4 The Design Process: How to…Design with Type: Design Aesthetics
TE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
TE	146	Chapter 5 Identity Design: Identity Past and Present: Inquiry

		TE	159	Chapter 5 Identity Design: Uniforms and Insignia: Design Aesthetics
		TE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection
		TE	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
		TE	198	Chapter 7 Advertising Design: A Little Advertising History: Design Aesthetics
		TE	204	Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Advanced
		TE	208	Chapter 7 Advertising Design: Ads for Television and Online Media: Teaching Tip
		TE	209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip
		TE	227	Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique
		TE	308	Chapter 10 Working as a Graphic Designer: Keeping Up with the Graphic Design Industry: Design Extension
VA:HSAdv.Re8.a	Defend a plausible interpretation of an artwork in comparison to the artist's stated intention for that artwork.	SE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Think Like a Designer
		TE	40	Chapter 2 The Art of Graphic Design: Principles of Design: Design Critique
VA:HSAdv.Re9.a	Construct evaluations of a work of art or collection of works based on differing sets of criteria.	SE	51	Chapter 2 The Art of Graphic Design: How to…Critique a Graphic Design: Try It
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
		SE	106	Chapter 4 The Design Process: Chapter Opener: Fig. 4-1 Caption
		SE	118	Chapter 4 The Design Process: How to…Visualize by Sketching: Design Direction: Try It
		SE	129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Try It

SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
SE	169	Chapter 5 Identity Design: Chapter Review: Identity Design: Evaluate
SE	169	Chapter 5 Identity Design: Chapter Review: Identity Design: Writing About Art
SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Design Journal Connection
SE	195	Chapter 6 Publications Design: Chapter Review: Publications Design: Evaluate
SE	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Writing About Art
SE	232	Chapter 8 Information and Experience Design: Design Fundamentals: Line: Discuss It
SE	235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
SE	279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Evaluate
SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Writing About Art
TE	106	Chapter 4 The Design Process: Chapter Opener: Tips for Using the Opening Image
TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Design Aesthetics
TE	127	Chapter 4 The Design Process: How to…Design with Type: Design Aesthetics
TE	224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Teaching Tip
TE	227	Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique

		TE	271	Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
VA:HSAdv.Cn10.a	Synthesize knowledge of social, cultural, historical, and personal life with art-making approaches to create meaningful works of art or design.	SE	55	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It
		SE	99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It
		SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
		SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
		SE	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
		SE	237	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
		SE	259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
		SE	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
		TE	64	Chapter 3 Image Creation for Design: Illustration: Interdisciplinary Connection
		TE	65	Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
		TE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
		TE	154	Chapter 5 Identity Design: How to…Simplify an Image: Design Extension
		TE	180	Chapter 6 Publications Design: Magazines: Design Extension
		TE	180	Chapter 6 Publications Design: Magazines: Interdisciplinary Connection
		TE	208	Chapter 7 Advertising Design: Ads for Television and Online Media: Interdisciplinary Connection

		TE	223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
		TE	264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection
		TE	270	Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection
VA:HSAdv.Cn11.a	Appraise the impact of an artist or a group of artists on the beliefs, values, and behaviors of a society (such as Chinese propaganda art, James Montomery Flag's Uncle Sam army recruitment poster, Kathe Kollwitz woodcuts, Cesar Chavez's eagle symbol for the United Farm Workers, Elizabeth Catlett's "Sharecropper," etc.).	SE	8	Chapter 1 What Is Graphic Design: Design History: Gutenberg and His Bible
		SE	61	Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Evaluate
		SE	65	Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
		SE	105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
		SE	124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Discuss It
		SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
		SE	143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
		SE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
		SE	217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Writing About Art
		SE	260	Chapter 9 Design in Motion: Design History: Lotte Reiniger's Silhouette Animations
		SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Analyze
		TE	110	Chapter 4 The Design Process: The Basic Steps: Research: Inquiry

TE	167	Chapter 5 Identity Design: Career Profile: Laura Savard: Inquiry
TE	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
TE	196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
TE	220	Chapter 8 Information and Experience Design: A Look Back: Design Aesthetics
TE	227	Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique
TE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Design Journal Connection