

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

Standard #	Standard	SE or TE	Page	Citation		
VA:CR.1.HS2a	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		
		SE	100	Chapter 3 Image Creation for Design:Design Brief: Songbook of Myself:Design Journal Connection		
		SE	111	Chapter 4 The Design Process:The Basic Steps:Research: Finding Inspiration: Think Like a Designer		
		SE	137	Chapter 4 The Design Process:Design Brief: Identifying My Mix:Create It		
		SE	208	Chapter 7 Advertising Design:Ads for Television and Online Media:Try It		
		SE	262	Chapter 9 Design in Motion:Computer-Based Animation:Space and Time (Again): Try It		
		SE	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		
		TE	111	Chapter 4 The Design Process:The Basic Steps:Research: Finding Inspiration: Teaching Tip (2)		
		TE	150	Chapter 5 Identity Design:Design History: Paul Rand:Design Extension		
		TE	200	Chapter 7 Advertising Design:Posters:Design Extension		
		TE	257	Chapter 9 Design in Motion:How to...Plan Timing and Spacing:Design Extension		
		VA:CR.1.HS2b	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
				SE	66	Chapter 3 Image Creation for Design:Illustration:Warming Up: 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	90			Chapter 3 Image Creation for Design:Photography:Lenses: Try It		
SE	100			Chapter 3 Image Creation for Design:Design Brief: Songbook of Myself:Create It		
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	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	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:Create It		
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:Create It		
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	212			Chapter 7 Advertising Design:Design Brief: Poster for a School Event:Create It		
SE	217			Chapter 7 Advertising Design:Chapter Review: Advertising Design:Apply		
SE	226			Chapter 8 Information and Experience Design:Signage:Wayfinding: Try It		
SE	230			Chapter 8 Information and Experience Design:How to...Create Effective Infographics		
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:Create It		
SE	251			Chapter 9 Design in Motion:Design Fundamentals: Animation Principles:Try It		
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	259			Chapter 9 Design in Motion:Handmade Animation:Using Still Photographs: Try It		
SE	262			Chapter 9 Design in Motion:Computer-Based Animation:Space and Time (Again): 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:Create It				
SE	274	Chapter 9 Design in Motion:Design Brief: PSA Metaphor in Motion:Design Journal Connection				
SE	290	Chapter 10 Working as a Graphic Designer:Presenting Yourself and Your Work:Portfolios: Developing Your Portfolio: Try It				
SE	292	Chapter 10 Working as a Graphic Designer:How to...Develop Your Résumé:Try It				
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				
SE	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				
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				

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

	TE	66 Chapter 3 Image Creation for Design:Illustration:Warming Up: Design Extension
	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: Design Extension
	TE	111 Chapter 4 The Design Process:The Basic Steps:Research: Finding Inspiration: Design Extension
	TE	113 Chapter 4 The Design Process:The Basic Steps:Brainstorming: Interdisciplinary Connection
	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	180 Chapter 6 Publications Design:Magazines:Interdisciplinary Connection
	TE	223 Chapter 8 Information and Experience Design:Maps:Map Design Principles: Advanced
	TE	223 Chapter 8 Information and Experience Design:Maps:Map Design Principles: Inquiry
	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	264 Chapter 9 Design in Motion:Creating Motion Graphics:Why Use Motion: Interdisciplinary Connection
	TE	266 Chapter 9 Design in Motion:Creating Motion Graphics:Telling a Good Story: Interdisciplinary Connection
	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	272 Chapter 9 Design in Motion:Looking Ahead: Design in Motion:Teaching Tip
	TE	312 Chapter 10 Working as a Graphic Designer:Working Ethically:Using Images: Design Extension
VA:CR.2.HS2a	SE	22 Chapter 1 What Is Graphic Design:Design Brief: Mood Board for My Graphic Life:Create It
	SE	32 Chapter 2 The Art of Graphic Design:Elements of Art:Space: Try It
a. 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	39 Chapter 2 The Art of Graphic Design:Elements of Art:Color, Value, and Light: What Color Means: 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	72 Chapter 3 Image Creation for Design:Illustration:Exploring Other Illustraiton Media: 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	100 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:Apply
	SE	105 Chapter 3 Image Creation for Design:Chapter Review: Image Creation for Design:For Your Portfolio
	SE	126 Chapter 4 The Design Process:Design Components:Typography: Type Families: Think Like a Designer
	SE	127 Chapter 4 The Design Process:How to...Design with Type
	SE	129 Chapter 4 The Design Process:Design Components:Typography: Legibility: Think Like a Designer
	SE	133 Chapter 4 The Design Process:Design Components:Images: Photographs: Scans: Try It
	SE	138 Chapter 4 The Design Process:Design Brief: Identifying My Mix:Create It
	SE	149 Chapter 5 Identity Design:Symbols and Logos:Try It
	SE	152 Chapter 5 Identity Design:Design Notes: Web Design:Try It
	SE	156 Chapter 5 Identity Design:Graphics for Three-Dimensional Packaging:Templates: Try It
	SE	174 Chapter 6 Publications Design:Books:Try It
	SE	187 Chapter 6 Publications Design:How to Set Up and Use Style Sheets
	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	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	208 Chapter 7 Advertising Design:Ads for Television and Online Media:Try It
	SE	212 Chapter 7 Advertising Design:Design Brief: Poster for a School Event:Create It
	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:Create It
	SE	243 Chapter 8 Information and Experience Design:Chapter Review: Information and Experience Design:Apply
	SE	247 Chapter 9 Design in Motion:A Brief History of Motion:Think Like a Designer
	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	253 Chapter 9 Design in Motion:How to...Animate a Human Action
	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	259 Chapter 9 Design in Motion:Handmade Animation:Using Still Photographs: Try It

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

	SE	262 Chapter 9 Design in Motion:Computer-Based Animation:Space and Time (Again): 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	274 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	290 Chapter 10 Working as a Graphic Designer:Presenting Yourself and Your Work:Portfolios: Developing Your Portfolio: Try 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	297 Chapter 10 Working as a Graphic Designer:Finding a Job:Interviewing: Try It
	SE	316 Chapter 10 Working as a Graphic Designer:Design Brief: A Design Team Project:Create It
	SE	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
	TE	43 Chapter 2 The Art of Graphic Design:Principles of Design:Movement and Rhythm: Design Extension
	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	67 Chapter 3 Image Creation for Design:Illustration:Observational Drawing: Seeing Shapes: Design Extension
	TE	69 Chapter 3 Image Creation for Design:Illustration:Observational Drawing: Drawing Forms: Inquiry
	TE	73 Chapter 3 Image Creation for Design:Illustration:Composition: Composing by Thirds: Design Aesthetics
	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	110 Chapter 4 The Design Process:The Basic Steps:Research: Teaching Tip
	TE	113 Chapter 4 The Design Process:The Basic Steps:Brainstorming: Interdisciplinary Connection
	TE	115 Chapter 4 The Design Process:The Basic Steps:Sketching: Design Aesthetics
	TE	115 Chapter 4 The Design Process:The Basic Steps:Sketching: 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	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	204 Chapter 7 Advertising Design:Design Fundamentals: Proportion and Scale:Teaching Tip
	TE	208 Chapter 7 Advertising Design:Ads for Television and Online Media:Interdisciplinary Connection
	TE	222 Chapter 8 Information and Experience Design:Maps:Teaching Tip
	TE	223 Chapter 8 Information and Experience Design:Maps:Map Design Principles: Inquiry
	TE	226 Chapter 8 Information and Experience Design:Signage:Wayfinding: Design Extension
	TE	228 Chapter 8 Information and Experience Design:Charts, Diagrams, and Infographics:Interdisciplinary Connection
	TE	234 Chapter 8 Information and Experience Design:Exhibit Design:Green Design: Design Extension
	TE	253 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	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	272 Chapter 9 Design in Motion:Looking Ahead: Design in Motion:Teaching Tip
	TE	312 Chapter 10 Working as a Graphic Designer:Working Ethically:Using Images: Design Extension
VA:CR.2.HS2b	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
	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	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	138 Chapter 4 The Design Process:Design Brief: Identifying My Mix:Create It
	TE	196 Chapter 7 Advertising Design:Chapter Opener:Tips for Using the Opening Image
	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	290 Chapter 10 Working as a Graphic Designer:Presenting Yourself and Your Work:Portfolios: Developing Your Portfolio: Teaching Tip (2)
	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

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

VA:CR.2.HS2c	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.).	TE	315 Chapter 10 Working as a Graphic Designer:Design Brief: A Design Team Project:Before You Begin
		SE	72 Chapter 3 Image Creation for Design:Illustration:Exploring Other Illustration Media: Try It
		SE	148 Chapter 5 Identity Design:Ways to Show Identity:Think Like a Designer
		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:Create It
		SE	164 Chapter 5 Identity Design:Design Brief: Club Communication:Design Journal Connection
		SE	169 Chapter 5 Identity Design:Chapter Review: Identity Design:Apply
		SE	174 Chapter 6 Publications Design:Books:Try It
		SE	179 Chapter 6 Publications Design:Design Notes: Guide to the Front Page:Think Like a Designer
		SE	201 Chapter 7 Advertising Design:Billboards:Think Like a Designer
		SE	235 Chapter 8 Information and Experience Design:Experience Design:Think Like a Designer
		SE	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
		TE	17 Chapter 1 What Is Graphic Design:Why Is Graphic Design Important?:Think Like a Designer
		TE	119 Chapter 4 The Design Process:The Basic Steps:Design Direction: More Is Better-Usually: Design Extension
		TE	149 Chapter 5 Identity Design:Symbols and Logos:Teaching Tip-Try It
		TE	158 Chapter 5 Identity Design:Flags and Banners:Design Aesthetics (2)
		TE	161 Chapter 5 Identity Design:Money:Design Aesthetics
		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	201 Chapter 7 Advertising Design:Billboards:Inquiry
		TE	223 Chapter 8 Information and Experience Design:Maps:Map Design Principles: Advanced
		TE	225 Chapter 8 Information and Experience Design:Signage:Teaching Tip
		VA:CR.3.HS2	Engage in constructive critique with peers, then reflect on, re-engage, revise, and refine works of art.
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	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	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		
VA:PR.4.HS2	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
		SE	61 Chapter 2 The Art of Graphic Design:Chapter Review: The Art of Graphic Design:For Your Portfolio
		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: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	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	243 Chapter 8 Information and Experience Design:Chapter Review: Information and Experience Design:For Your Portfolio
		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	57 Chapter 2 The Art of Graphic Design:Design Brief: A Simple Story: Capturing a Classic with Minimalism:Display		
TE	124 Chapter 4 The Design Process:Design History: The Evolution of the Poster:Interdisciplinary Connection		
TE	164 Chapter 5 Identity Design:Design Brief: Club Communication:Present It		
TE	213 Chapter 7 Advertising Design:Design Brief: Poster for a School Event:Display		
TE	297 Chapter 10 Working as a Graphic Designer:Finding a Job:Interviewing: Try It		
VA:PR.5.HS2	Evaluate, select, and apply methods or processes appropriate to display and preserve artwork in a specific place (such as spaces in the classroom, on	SE	33 Chapter 2 The Art of Graphic Design:Design History: Art Deco in America:Try It
		SE	93 Chapter 3 Image Creation for Design:Managing Images:Using Raster and Vector Images

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

school campus, at local businesses, in public spaces, etc.).

SE	94 Chapter 3 Image Creation for Design:Managing Images:Color Processes
SE	98 Chapter 3 Image Creation for Design:Images and Ethics:Licensing: Try It
SE	136 Chapter 4 The Design Process:The Path to a Final Product:Many Design Outcomes: Note It
SE	138 Chapter 4 The Design Process:Design Brief: Identifying My Mix:Create It
SE	148 Chapter 5 Identity Design:Ways to Show Identity:Career Tip
SE	153 Chapter 5 Identity Design:Stationery:Try It
SE	182 Chapter 6 Publications Design:Design History: Magazine Design: Vogue:Try It
SE	203 Chapter 7 Advertising Design:Space Ads: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
SE	291 Chapter 10 Working as a Graphic Designer:Deign Fundamentals: Hierarchy in a Portfolio
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: Inquiry
TE	96 Chapter 3 Image Creation for Design:How to...Use Metadata to Organize Photos:Inquiry
TE	100 Chapter 3 Image Creation for Design:Design Brief: Songbook of Myself:Display
TE	120 Chapter 4 The Design Process:The Basic Steps:Client Review: Interdisciplinary Connection
TE	138 Chapter 4 The Design Process:Design Brief: Identifying My Mix:Display
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	201 Chapter 7 Advertising Design:Billboards:Inquiry
TE	201 Chapter 7 Advertising Design:Billboards:Interdisciplinary Connection
TE	207 Chapter 7 Advertising Design:Direct Mail:Try It
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
TE	238 Chapter 8 Information and Experience Design:Design Brief: Mapping a Significant Place:Display
TE	275 Chapter 9 Design in Motion:Design Brief: PSA Metaphor in Motion:Display
SE	8 Chapter 1 What Is Graphic Design:Design History: Gutenberg and His Bible
SE	33 Chapter 2 The Art of Graphic Design:Design History: Art Deco in America:Try It
SE	50 Chapter 2 The Art of Graphic Design:Principles of Design:Expression: Fig. 2-33 Caption
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:Evaluate
SE	105 Chapter 3 Image Creation for Design:Chapter Review: Image Creation for Design:Writing About Art
SE	126 Chapter 4 The Design Process:Design Components:Typography: Type Families: Think Like a Designer
SE	132 Chapter 4 The Design Process:Design Components:Images: Illustrations: Fig. 4-35 Caption
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	178 Chapter 6 Publications Design:Newspapers:Style and Consistency: Try It
SE	198 Chapter 7 Advertising Design:A Little Advertising History:Fig. 7-2 Caption
SE	209 Chapter 7 Advertising Design:Design Notes: A Media Guru on Reaching a Market:Fig. 7-16 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
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	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	172 Chapter 6 Publications Design:Looking Back:Design Aesthetics
TE	173 Chapter 6 Publications Design:Looking Back:Early Publications Design: Interdisciplinary Connection
TE	208 Chapter 7 Advertising Design:Ads for Television and Online Media:Interdisciplinary Connection
TE	220 Chapter 8 Information and Experience Design:A Look Back:Interdisciplinary Connection
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	308 Chapter 10 Working as a Graphic Designer:Keeping Up with the Graphic Design Industry:Design Extension
SE	17 Chapter 1 What Is Graphic Design:Why Is Graphic Design Important?:Think Like a Designer
SE	22 Chapter 1 What Is Graphic Design:Design Brief: Mood Board for My Graphic Life:Create It
SE	31 Chapter 2 The Art of Graphic Design:Elements of Art:Shape and Form: Fig. 2-5 Caption
SE	34 Chapter 2 The Art of Graphic Design:Elements of Art:Texture: Think Like a Designer
SE	61 Chapter 2 The Art of Graphic Design:Chapter Review: The Art of Graphic Design:Writing About Art
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:Evaluate
SE	106 Chapter 4 The Design Process:Chapter Opener:Fig. 4-1 Caption
SE	124 Chapter 4 The Design Process:Design History: The Evolution of the Poster:Discuss It
SE	149 Chapter 5 Identity Design:Symbols and Logos:Fig. 5-7 Caption
SE	162 Chapter 5 Identity Design:Looking Ahead: Identity Design:Think Like a Designer

VA:PR.6.HS2

Make, explain, and justify connections between artists or artwork and social, cultural, and political history.

VA.RE.7.HS2a

a. Use art-specific vocabulary to describe personal aesthetic responses to designed objects and constructed environments (such as electronic devices, household appliances, shopping malls).

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

		SE	196 Chapter 7 Advertising Design:Chapter Opener:Fig. 7-1 Caption
		SE	209 Chapter 7 Advertising Design:Design Notes: A Media Guru on Reaching a Market:Fig. 7-16 Caption
		SE	210 Chapter 7 Advertising Design:Looking Ahead: Advertising:Discuss It
		SE	217 Chapter 7 Advertising Design:Chapter Review: Advertising Design:Analyze
		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	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	144 Chapter 5 Identity Design:Chapter Opener:Tips for Using the Opening Image
		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	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	201 Chapter 7 Advertising Design:Billboards:Teaching Tip
		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	224 Chapter 8 Information and Experience Design:Design Notes: Road Culture:Teaching Tip
		TE	244 Chapter 9 Design in Motion:Chapter Opener:Tips for Using the Opening Image
		TE	271 Chapter 9 Design in Motion:Creating Motion Graphics:Making Your Work Stand Out: Inquiry
		TE	288 Chapter 10 Working as a Graphic Designer:Presenting Yourself and Your Work:Portfolios: Online Portfolios: Design Extension
VA.RE.7.HS2b	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
		SE	27 Chapter 1 What Is Graphic Design:Chapter Review: What Is Graphic Design?:Evaluate
		SE	34 Chapter 2 The Art of Graphic Design:Elements of Art:Texture: Fig. 2-10 Caption
		SE	38 Chapter 2 The Art of Graphic Design:Elements of Art:Color, Value, and Light: Color and Vision: Think Like a Designer
		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	61 Chapter 2 The Art of Graphic Design:Chapter Review: The Art of Graphic Design:Evaluate
		SE	64 Chapter 3 Image Creation for Design:Illustration:Fig. 3-2 Caption
		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: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	110 Chapter 4 The Design Process:The Basic Steps:Research: Fig. 4-5 Caption
		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	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	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	143 Chapter 4 The Design Process:Chapter Review: The Design Process:Evaluate
		SE	148 Chapter 5 Identity Design:Ways to Show Identity:Fig. 5-6 Caption
		SE	157 Chapter 5 Identity Design:Graphics for Three-Dimensional Packaging:Album Covers: Think Like a Designer
		SE	159 Chapter 5 Identity Design:Uniforms and Insignia:Think Like a Designer
		SE	162 Chapter 5 Identity Design:Looking Ahead: Identity Design:Think Like a Designer
		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	173 Chapter 6 Publications Design:Looking Back:Early Publications Design: Try It
		SE	174 Chapter 6 Publications Design:Books:Try It
		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	181 Chapter 6 Publications Design:Design Notes: Anatomy of a Magazine Article:Think Like a Designer
		SE	183 Chapter 6 Publications Design:Newsletters:Fig. 6-18 Caption
		SE	199 Chapter 7 Advertising Design:A Little Advertising History:Radio and Television: Discuss It
		SE	200 Chapter 7 Advertising Design:Posters:Fig. 7-6 Caption
		SE	206 Chapter 7 Advertising Design:How to...Design an Effective Banner Ad:Fig. 7-13 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	217 Chapter 7 Advertising Design:Chapter Review: Advertising Design:Analyze
		SE	217 Chapter 7 Advertising Design:Chapter Review: Advertising Design:Writing About Art
		SE	218 Chapter 8 Information and Experience Design:Chapter Opener:Fig. 8-1 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	266 Chapter 9 Design in Motion:Creating Motion Graphics:Telling a Good Story: Fig. 9-32 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

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

		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	7 Chapter 1 What Is Graphic Design:A Brief History:Early Printing: Design Aesthetics
		TE	39 Chapter 2 The Art of Graphic Design:Elements of Art:Color, Value, and Light: What Color Means: Inquiry
		TE	40 Chapter 2 The Art of Graphic Design:Principles of Design:Design Critique
		TE	49 Chapter 2 The Art of Graphic Design:Principles of Design:Contrast: Design Aesthetics
		TE	51 Chapter 2 The Art of Graphic Design:How to...Critique a Graphic Design:Teaching Tips
		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	126 Chapter 4 The Design Process:Design Components:Typography: Type Families: Think Like a Designer
		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	131 Chapter 4 The Design Process:Design Fundamentals: Space and Balance:Design Aesthetics
		TE	147 Chapter 5 Identity Design:Identity Past and Present:Design Aesthetics
		TE	154 Chapter 5 Identity Design:How to...Simplify an Image:Design Extension
		TE	159 Chapter 5 Identity Design:Uniforms and Insignia:Design Aesthetics
		TE	162 Chapter 5 Identity Design:Looking Ahead: Identity Design:Design Aesthetics
		TE	167 Chapter 5 Identity Design:Career Profile: Laura Savard:Inquiry
		TE	170 Chapter 6 Publications Design:Chapter Opener:Tips for Using the Opening Image
		TE	173 Chapter 6 Publications Design:Looking Back:Early Publications Design: Interdisciplinary Connection
		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	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:Link
		TE	209 Chapter 7 Advertising Design:Design Notes: A Media Guru on Reaching a Market:Teaching Tip
		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	228 Chapter 8 Information and Experience Design:Charts, Diagrams, and Infographics:Teaching Tip
		TE	259 Chapter 9 Design in Motion:Handmade Animation:Using Still Photographs: Try It
		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.RE.8.HS2	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
		SE	54 Chapter 2 The Art of Graphic Design:Principles of Design:Symbolic Communication: Think Like a Designer
		SE	157 Chapter 5 Identity Design:Graphics for Three-Dimensional Packaging:Album Covers: Think Like a Designer
		SE	159 Chapter 5 Identity Design:Uniforms and Insignia:Think Like a Designer
		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	235 Chapter 8 Information and Experience Design:Experience Design:Think Like a Designer
		SE	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
		TE	34 Chapter 2 The Art of Graphic Design:Elements of Art:Texture: Design Critique
		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	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	126 Chapter 4 The Design Process:Design Components:Typography: Type Families: Think Like a Designer
		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	162 Chapter 5 Identity Design:Looking Ahead: Identity Design:Design Aesthetics
		TE	172 Chapter 6 Publications Design:Looking Back:Design Aesthetics
		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	228 Chapter 8 Information and Experience Design:Charts, Diagrams, and Infographics:Interdisciplinary Connection
		TE	271 Chapter 9 Design in Motion:Creating Motion Graphics:Making Your Work Stand Out: Inquiry
VA.RE.9.HS2	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 collection of works.	TE	6 Chapter 1 What Is Graphic Design:A Brief History:Alphabets and Books: Design Aesthetics
		TE	51 Chapter 2 The Art of Graphic Design:How to...Critique a Graphic Design:Teaching Tips
		TE	209 Chapter 7 Advertising Design:Design Notes: A Media Guru on Reaching a Market:Teaching Tip
VA.CN.10.HS2	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
		SE	55 Chapter 2 The Art of Graphic Design:Design Brief: A Simple Story: Capturing a Classic with Minimalism:Create It

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

SE	64	Chapter 3 Image Creation for Design:Illustration:Try It
SE	66	Chapter 3 Image Creation for Design:Illustration:Warming Up: Try It
SE	69	Chapter 3 Image Creation for Design:Illustration:Observational Drawing: Drawing Forms: Try It
SE	72	Chapter 3 Image Creation for Design:Illustration:Exploring Other Illustration Media: 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	88	Chapter 3 Image Creation for Design:Photography:Composition: Viewpoint and Timing: Think Like a Designer
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	111	Chapter 4 The Design Process:The Basic Steps:Research: Finding Inspiration: Think Like a Designer
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	133	Chapter 4 The Design Process:Design Components:Images: Photographs: Scans: Try It
SE	138	Chapter 4 The Design Process:Design Brief: Identifying My Mix:Create It
SE	138	Chapter 4 The Design Process:Design Brief: Identifying My Mix:Design Journal Connection
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	164	Chapter 5 Identity Design:Design Brief: Club Communication:Create It
SE	174	Chapter 6 Publications Design:Books:Try It
SE	182	Chapter 6 Publications Design:Design History: Magazine Design: Vogue:Try It
SE	200	Chapter 7 Advertising Design:Posters: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	212	Chapter 7 Advertising Design:Design Brief: Poster for a School Event:Create It
SE	226	Chapter 8 Information and Experience Design:Signage:Wayfinding: Try It
SE	237	Chapter 8 Information and Experience Design:Design Brief: Mapping a Significant Place:Create It
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:Interdisciplinary Connection
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	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	268	Chapter 9 Design in Motion:Design Notes: Game Design:Try It
SE	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
TE	9	Chapter 1 What Is Graphic Design:A Brief History:The Industrial Revolution: Inquiry
TE	17	Chapter 1 What Is Graphic Design:Why Is Graphic Design Important?:Think Like a Designer
TE	33	Chapter 2 The Art of Graphic Design:Design History: Art Deco in America:Design Extension
TE	39	Chapter 2 The Art of Graphic Design:Elements of Art:Color, Value, and Light: What Color Means: Inquiry
TE	48	Chapter 2 The Art of Graphic Design:Principles of Design:Proportion: Advanced
TE	53	Chapter 2 The Art of Graphic Design:Principles of Design:Illusion and Reality: Abstraction: 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	66	Chapter 3 Image Creation for Design:Illustration:Warming Up: Design Extension
TE	69	Chapter 3 Image Creation for Design:Illustration:Observational Drawing: Drawing Forms: Inquiry
TE	73	Chapter 3 Image Creation for Design:Illustration:Composition: Composing by Thirds: Design Aesthetics
TE	77	Chapter 3 Image Creation for Design:Illustration:Showing Perspective: Linear Perspective: One-Point Perspective: Design Extension
TE	113	Chapter 4 The Design Process:The Basic Steps:Brainstorming: Interdisciplinary Connection
TE	115	Chapter 4 The Design Process:The Basic Steps:Sketching: Design Aesthetics
TE	115	Chapter 4 The Design Process:The Basic Steps:Sketching: Design Aesthetics
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	180	Chapter 6 Publications Design:Magazines:Design Extension
TE	180	Chapter 6 Publications Design:Magazines:Interdisciplinary Connection
TE	204	Chapter 7 Advertising Design:Design Fundamentals: Proportion and Scale:Advanced
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	228	Chapter 8 Information and Experience Design:Charts, Diagrams, and Infographics:Interdisciplinary Connection
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: Interdisciplinary Connection



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

VA.CN.11.HS2

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.

- 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 272 Chapter 9 Design in Motion:Looking Ahead: Design in Motion:Teaching Tip
- TE 312 Chapter 10 Working as a Graphic Designer:Working Ethically:Using Images: Design Extension
- SE 4 Chapter 1 What Is Graphic Design:Design Is All Around You:Fig. 1-4 Caption
- SE 12 Chapter 1 What Is Graphic Design:A Brief History:Into the Modern Age: Posters and Signage: Fig. 1-20 Caption
- 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: Fig. 2-19 Caption
- 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 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 148 Chapter 5 Identity Design:Ways to Show Identity:Think Like a Designer
- SE 172 Chapter 6 Publications Design:Looking Back:Fig. 6-2 Caption
- SE 178 Chapter 6 Publications Design:Newspapers:Style and Consistency: Try It
- SE 199 Chapter 7 Advertising Design:A Little Advertising History:Radio and Television: Discuss It
- SE 201 Chapter 7 Advertising Design:Billboards:Think Like a Designer
- SE 220 Chapter 8 Information and Experience Design:A Look Back:Fig. 8-2 Caption
- SE 221 Chapter 8 Information and Experience Design:A Look Back:Discuss It
- SE 252 Chapter 9 Design in Motion:Motion Fundamentals:Animation and Frames: Fig. 9-14 Caption
- SE 260 Chapter 9 Design in Motion:Design History: Lotte Reiniger's Silhouette Animations
- 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:Analyze
- TE 4 Chapter 1 What Is Graphic Design:Design Is All Around You:Design History
- TE 5 Chapter 1 What Is Graphic Design:A Brief History:The Birth of Writing: Teaching Tip
- TE 6 Chapter 1 What Is Graphic Design:A Brief History:Alphabets and Books: Design Aesthetics
- TE 11 Chapter 1 What Is Graphic Design:A Brief History:Into the Modern Age: Teaching Tip
- TE 28 Chapter 2 The Art of Graphic Design:Chapter Opener:Tips for Using the Opening Image
- 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 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 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 198 Chapter 7 Advertising Design:A Little Advertising History:Design History
- TE 204 Chapter 7 Advertising Design:Design Fundamentals: Proportion and Scale:Advanced
- TE 209 Chapter 7 Advertising Design:Design Notes: A Media Guru on Reaching a Market:Link
- TE 220 Chapter 8 Information and Experience Design:A Look Back:Design Aesthetics
- TE 220 Chapter 8 Information and Experience Design:A Look Back:Interdisciplinary Connection
- TE 224 Chapter 8 Information and Experience Design:Design Notes: Road Culture:Interdisciplinary Connection
- TE 308 Chapter 10 Working as a Graphic Designer:Keeping Up with the Graphic Design Industry:Design Extension