

Communicating through Graphic Design 2E  
California HS Proficient Correlations

Visual Arts Curriculum Standards: High School Proficient					
Publisher: Davis Publications, Inc.					
Title: Communicating through Graphic Design, Second Edition					
ISBN: 978-16152-8971-4					
Domain	Standard Number	Standards	SE/TE	Page	Citation
Creating	Prof.VA:Cr1.1	Use multiple approaches 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
				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
				71	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Texture: Try It
				90	Chapter 3 Image Creation for Design: Photography: Lenses: Try It
				99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It
				113	Chapter 4 The Design Process: The Basic Steps: Brainstorming: Try It
				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
				130	Chapter 4 The Design Process: How to...Use Dummy Type
				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
				151	Chapter 5 Identity Design: Design Notes: Web Design: Planning
				154	Chapter 5 Identity Design: How to...Simplify an Image
				156	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Templates: Try It
				162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
				163	Chapter 5 Identity Design: Design Brief: Club Communication: Before You Begin
				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: Before You Begin
				205	Chapter 7 Advertising Design: How to...Design an Effective Banner Ad
				208	Chapter 7 Advertising Design: Ads for Television and Online Media: Try It
				211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Before You Begin
				230	Chapter 8 Information and Experience Design: How to...Create Effective Infographics
				237	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Before You Begin
				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				

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				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
				258	Chapter 9 Design in Motion: Handmade Animation: 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: Before You Begin
				291	Chapter 10 Working as a Graphic Designer: Design Fundamentals: Hierarchy in a Portfolio
				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
			TE	20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Teaching Tip
				72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustration Media: Design Extension
				108	Chapter 4 The Design Process: The Basic Steps: Define the Challenge: Teaching Tip
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
				125	Chapter 4 The Design Process: Design Components: Typography: Teaching Tip (2)
				149	Chapter 5 Identity Design: Symbols and Logos: Teaching Tip-Try It
				223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
				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: Teaching Tip (1)
				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
				283	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Graphic Designer: Try It
				312	Chapter 10 Working as a Graphic Designer: Working Ethically: Using Images: Design Extension
	Prof.VA:Cr1.2	Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art or design.	SE	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: Try It
				66	Chapter 3 Image Creation for Design: Illustration: Warming Up: Try It

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				68	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Shapes: Try It
				72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustration Media: Think Like a Designer
				72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustration Media: Try It
				80	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Understanding Proportions: Try It
				99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Before You Begin
				111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Think Like a Designer
				113	Chapter 4 The Design Process: The Basic Steps: Brainstorming: Try It
				126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
				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
				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: Before You Begin
				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: Before You Begin
				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
				211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Before You Begin
				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: Before You Begin
				238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Design Journal Connection
				247	Chapter 9 Design in Motion: A Brief History of Motion: Think Like a Designer
				257	Chapter 9 Design in Motion: How to...Plan Timing and Spacing: Try It

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				259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
				273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Before You Begin
				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
			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
				72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustration Media: Design Extension
				110	Chapter 4 The Design Process: The Basic Steps: Research: 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
				161	Chapter 5 Identity Design: Money: Design Aesthetics
				167	Chapter 5 Identity Design: Career Profile: Laura Savard: Inquiry
				176	Chapter 6 Publications Design: Books: Book Design Components: Digital Book Design: Teaching Tip
				180	Chapter 6 Publications Design: Magazines: Design Extension
				180	Chapter 6 Publications Design: Magazines: Interdisciplinary Connection
				181	Chapter 6 Publications Design: Design Notes: Anatomy of a Magazine Article: Think Like a Designer
				200	Chapter 7 Advertising Design: Posters: Teaching Tip
				222	Chapter 8 Information and Experience Design: Maps: Teaching Tip
				226	Chapter 8 Information and Experience Design: Signage: Wayfinding: Design Extension
				234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Design Extension
				254	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
				270	Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection
				272	Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
	Prof.VA:Cr2.1	Engage in making a work of art or design without having a preconceived plan.	SE	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

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				42	Chapter 2 The Art of Graphic Design: Principles of Design: Balance: Visual Tension: Try It
				46	Chapter 2 The Art of Graphic Design: Principles of Design: Unity and Variety: Try It
				69	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Forms: 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
				80	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
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: For Your Portfolio
				154	Chapter 5 Identity Design: How to...Simplify an Image
				195	Chapter 6 Publications Design: Chapter Review: Publications Design: Apply
				200	Chapter 7 Advertising Design: Posters: Try It
				251	Chapter 9 Design in Motion: Design Fundamentals: Animation Principles: Try It
				258	Chapter 9 Design in Motion: Handmade Animation: Try It
				283	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Graphic Designer: Try It
			TE	9	Chapter 1 What Is Graphic Design: A Brief History: The Industrial Revolution: Inquiry
				31	Chapter 2 The Art of Graphic Design: Elements of Art: Shape and Form: Interdisciplinary Connection
				43	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Design Extension
				62	Chapter 3 Image Creation for Design: Chapter Opener: Teaching Tip
				67	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Seeing Shapes: Design Extension
				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)
				111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Design Extension
				176	Chapter 6 Publications Design: Books: Book Design Components: Digital Book Design: Teaching Tip
				204	Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Teaching Tip
				254	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

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	Prof.VA:Cr2.2	Explain how traditional and nontraditional 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
				94	Chapter 3 Image Creation for Design: Managing Images: Color Processes
				96	Chapter 3 Image Creation for Design: How to...Use Metadata to Organize Photos
				97	Chapter 3 Image Creation for Design: Images and Ethics: Copyright: Try It
				135	Chapter 4 The Design Process: The Path to a Final Product
				187	Chapter 6 Publications Design: How to Set Up and Use Style Sheets
				190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
				210	Chapter 7 Advertising Design: Looking Ahead: Advertising: Discuss It
				263	Chapter 9 Design in Motion: Computer-Based Animation: Layers: Note It
				289	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Print Portfolios: Note It
				313	Chapter 10 Working as a Graphic Designer: Cybersecurity
				321	Chapter 10 Working as a Graphic Designer: Chapter Review: Working as a Graphic Designer: Understand
				TE	56
			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
			196		Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
			212		Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Teaching Tips
			274		Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Safety Note
			315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Before You Begin	
	Prof.VA:Cr2.3	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
				163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
			TE	150	Chapter 5 Identity Design: Design History: Paul Rand: Design Extension
				201	Chapter 7 Advertising Design: Billboards: Interdisciplinary Connection
				223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Advanced
				272	Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
	Prof.VA:Cr3	Apply relevant criteria from traditional and contemporary cultural contexts 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
				56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Check It
				56	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

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				100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It
				129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Think Like a Designer
				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
				212	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
				258	Chapter 9 Design in Motion: Handmade Animation: Try It
				259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
				274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
				291	Chapter 10 Working as a Graphic Designer: Design Fundamentals: Hierarchy in a Portfolio
				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
120	Chapter 4 The Design Process: The Basic Steps: Client Review: Interdisciplinary Connection				
124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection				
Presenting	Prof.VA:Pr4	Analyze, select, and curate artifacts and/or artworks for presentation and preservation.	SE	21	Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Before You Begin
				27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: For Your Portfolio
				64	Chapter 3 Image Creation for Design: Illustration: Try It
				97	Chapter 3 Image Creation for Design: Images and Ethics: Copyright: Try It
				98	Chapter 3 Image Creation for Design: Images and Ethics: Licensing: Try It
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
				138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Check It
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
				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
				173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
				182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It

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				195	Chapter 6 Publications Design: Chapter Review: Publications Design: For Your Portfolio
				217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: For Your Portfolio
				234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Try It
				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
				290	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
				69	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Forms: Inquiry
				74	Chapter 3 Image Creation for Design: Illustration: Composition: A Sense of Space: Inquiry
				89	Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Design Aesthetics
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
				128	Chapter 4 The Design Process: Design Components: Typography: Legibility: Interdisciplinary Connection
				157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Inquiry
				164	Chapter 5 Identity Design: Design Brief: Club Communication: Present It
				209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip
				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
	Prof.VA:Pr5	Analyze and evaluate the reasons and ways an exhibition is presented.	SE	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Fig. 1-29 Caption
				243	Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: Evaluate
				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
				244	Chapter 9 Design in Motion: Chapter Opener: Tips for Using the Opening Image
	Prof.VA:Pr6	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



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				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
				178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
				228	Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Teaching Tip
Responding	Prof.VA:Re7.1	Hypothesize ways in which art influences perception and understanding of human experiences.	SE	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
				34	Chapter 2 The Art of Graphic Design: Elements of Art: Texture: Think Like a Designer
				38	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: Color and Vision: Think Like a Designer
				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: Writing About Art
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Fig. 4-25 Caption
				132	Chapter 4 The Design Process: Design Components: Images: Illustrations: Fig. 4-35 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
				162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Think Like a Designer
				174	Chapter 6 Publications Design: Books: Try It
				198	Chapter 7 Advertising Design: A Little Advertising History: Fig. 7-4 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
				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
				39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Inquiry
				56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips
				110	Chapter 4 The Design Process: The Basic Steps: Research: Inquiry
				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
				172	Chapter 6 Publications Design: Looking Back: Design Aesthetics
				178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
				196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
				209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip

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				223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
	Prof.VA:Re7.2	Analyze how one's understanding of the world is affected by experiencing visual imagery.	SE	17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
				27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: Writing About Art
				54	Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Fig. 2-40 Caption
				54	Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Think Like a Designer
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
				132	Chapter 4 The Design Process: Design Components: Images: Illustrations: Fig. 4-35 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
				148	Chapter 5 Identity Design: Ways to Show Identity: Fig. 5-6 Caption
				151	Chapter 5 Identity Design: Design Notes: Web Design: Fig. 5-10 Caption
				157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer
				173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
				182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
				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
				280	Chapter 10 Working as a Graphic Designer: Chapter Opener: Fig. 10-1 Caption
				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
				4	Chapter 1 What Is Graphic Design: Design Is All Around You: Design History
				39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Inquiry
				49	Chapter 2 The Art of Graphic Design: Principles of Design: Contrast: Design Aesthetics
				115	Chapter 4 The Design Process: The Basic Steps: Sketching: Design Aesthetics
				129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
				159	Chapter 5 Identity Design: Uniforms and Insignia: Design Aesthetics
				172	Chapter 6 Publications Design: Looking Back: Design Aesthetics
				173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection

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				178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
				196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
				209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Link
				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
				227	Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique
				264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Teaching Tip (2)
				284	Chapter 10 Working as a Graphic Designer: Design History: The Design Profession: Think Like a Designer
	Prof.VA:Re8	Interpret an artwork or collection of works, supported by relevant and sufficient evidence found in the work and its various contexts.	SE	7	Chapter 1 What Is Graphic Design: A Brief History: Early Printing: Caption Fig. 1-9
				13	Chapter 1 What Is Graphic Design: A Brief History: Into the Modern Age: Television and Identity: Fig. 1-23 Caption
				16	Chapter 1 What Is Graphic Design: What Does a Graphic Designer Do?: Finding Solutions: Fig. 1-27 Caption
				17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
				27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: Apply
				31	Chapter 2 The Art of Graphic Design: Elements of Art: Shape and Form: Fig. 2-5 Caption
				32	Chapter 2 The Art of Graphic Design: Elements of Art: Space: Fig. 2-6 Caption
				32	Chapter 2 The Art of Graphic Design: Elements of Art: Space: Fig. 2-7 Caption
				33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Try It
				39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption
				40	Chapter 2 The Art of Graphic Design: Principles of Design: Fig. 2-20 Caption
				43	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Fig. 2-24
				44	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Visual Paths: Try It
				46	Chapter 2 The Art of Graphic Design: Principles of Design: Unity and Variety: Fig. 2-27 Caption
				48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Fig. 2-30 Caption
				49	Chapter 2 The Art of Graphic Design: Principles of Design: Contrast: Fig. 2-31 Caption
				52	Chapter 2 The Art of Graphic Design: Principles of Design: Illusion and Reality: Fig. 2-36 Caption
				54	Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Think Like a Designer
				55	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Before You Begin
				61	Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Analyze

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				61	Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Evaluate
				62	Chapter 3 Image Creation for Design: Chapter Opener: Fig. 3-1 Caption
				68	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Shapes: Fig. 3-8 Caption
				72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustration Media: Fig. 3-11 Caption
				73	Chapter 3 Image Creation for Design: Illustration: Composition: Composing by Thirds: Fig. 3-13 Caption
				78	Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Linear Perspective: Two-Point Perspective: Fig. 3-25 Caption
				86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow: Fig. 3-34 Caption
				87	Chapter 3 Image Creation for Design: Photography: Composition: Subject and Setting: Fig. 3-36 Caption
				88	Chapter 3 Image Creation for Design: Photography: Composition: Viewpoint and Timing: Fig. 3-38 Caption
				89	Chapter 3 Image Creation for Design: Photography: Composition: Lighting: Fig. 3-39 Caption
				89	Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Fig. 3-40 Caption
				91	Chapter 3 Image Creation for Design: Design Fundamentals: Color and Value: Fig. 3-44 Caption
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Analyze
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
				105	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
				108	Chapter 4 The Design Process: The Basic Steps: Define the Challenge: Fig. 4-2 Caption
				110	Chapter 4 The Design Process: The Basic Steps: Research: Fig. 4-5 Caption
				118	Chapter 4 The Design Process: How to...Visualize by Sketching: Design Direction: Try It
				118	Chapter 4 The Design Process: The Basic Steps: Design Direction: Fig. 4-15 Caption
				123	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Fig. 4-23 Caption
				126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
				129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Try It
				131	Chapter 4 The Design Process: Design Fundamentals: Space and Balance
				132	Chapter 4 The Design Process: Design Components: Images: Illustrations: Fig. 4-35 Caption
				133	Chapter 4 The Design Process: Design Components: Images: Photographs: Fig. 4-36 Caption

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				134	Chapter 4 The Design Process: Design Components: Using Color: Fig. 4-37 Caption
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
				144	Chapter 5 Identity Design: Chapter Opener: Fig. 5-1 Caption
				148	Chapter 5 Identity Design: Ways to Show Identity: Fig. 5-6 Caption
				149	Chapter 5 Identity Design: Symbols and Logos: Fig. 5-7 Caption
				150	Chapter 5 Identity Design: Design History: Paul Rand: Fig. 5-9 Caption
				151	Chapter 5 Identity Design: Design Notes: Web Design: Fig. 5-10 Caption
				157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer
				158	Chapter 5 Identity Design: Flags and Banners: Fig. 5-21 Caption
				159	Chapter 5 Identity Design: Uniforms and Insignia: Think Like a Designer
				160	Chapter 5 Identity Design: Design Fundamentals: Unity and Variety: Fig. 5-24 Caption
				169	Chapter 5 Identity Design: Chapter Review: Identity Design: Analyze
				169	Chapter 5 Identity Design: Chapter Review: Identity Design: Writing About Art
				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
				180	Chapter 6 Publications Design: Magazines: Try It
				183	Chapter 6 Publications Design: Newsletters: Fig. 6-18 Caption
				184	Chapter 6 Publications Design: Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption
				185	Chapter 6 Publications Design: Annual Reports: Fig. 6-20 Caption
				190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Design Journal Connection
				195	Chapter 6 Publications Design: Chapter Review: Publications Design: Analyze
				198	Chapter 7 Advertising Design: A Little Advertising History: Fig. 7-4 Caption
				200	Chapter 7 Advertising Design: Posters: Fig. 7-6 Caption
				201	Chapter 7 Advertising Design: Billboards: Fig. 7-8 Caption
				202	Chapter 7 Advertising Design: Design History: Shaking Up Madison Avenue: Fig. 7-9 Caption
				203	Chapter 7 Advertising Design: Space Ads: Fig. 7-10 Caption
				204	Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Fig. 7-11 Caption
				208	Chapter 7 Advertising Design: Ads for Television and Online Media: Fig. 7-15 Caption
				209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption
				218	Chapter 8 Information and Experience Design: Chapter Opener: Fig. 8-1 Caption

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				221	Chapter 8 Information and Experience Design: A Look Back: Fig. 8-4 Caption
				223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Try It
				224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Fig. 8-8 and Fig. 8-9 Caption
				225	Chapter 8 Information and Experience Design: Signage: Fig. 8-10 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
				235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
				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: Analyze
				244	Chapter 9 Design in Motion: Chapter Opener: Fig. 9-1 Caption
				247	Chapter 9 Design in Motion: A Brief History of Motion: Think Like a Designer
				248	Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Fig. 9-6 Caption
				248	Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Fig. 9-7 Caption
				249	Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Weight and Gravity: Fig. 9-9 Caption
				251	Chapter 9 Design in Motion: Design Fundamentals: Animation Principles: Fig. 9-12 Caption
				262	Chapter 9 Design in Motion: Computer-Based Animation: Space and Time (Again): Fig. 9-27 Caption
				279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Analyze
				279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Evaluate
				280	Chapter 10 Working as a Graphic Designer: Chapter Opener: Fig. 10-1 Caption
				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: Writing About Art
			TE	2	Chapter 1 What Is Graphic Design: Chapter Opener: Tips for Using the Opening Image
				6	Chapter 1 What Is Graphic Design: A Brief History: Alphabets and Books: Design Aesthetics
				14	Chapter 1 What Is Graphic Design: A Brief History: Graphic Design Today: Inquiry
				28	Chapter 2 The Art of Graphic Design: Chapter Opener: Tips for Using the Opening Image
				40	Chapter 2 The Art of Graphic Design: Principles of Design: Design Critique

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				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
				62	Chapter 3 Image Creation for Design: Chapter Opener: Tips for Using the Opening Image
				75	Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Casual Perspective: Design Critique
				106	Chapter 4 The Design Process: Chapter Opener: Tips for Using the Opening Image
				119	Chapter 4 The Design Process: The Basic Steps: Design Direction: More Is Better-Usually: Design Extension
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Design Aesthetics
				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
				158	Chapter 5 Identity Design: Flags and Banners: Design Aesthetics (2)
				159	Chapter 5 Identity Design: Uniforms and Insignia: Design Aesthetics
				162	Chapter 5 Identity Design: Looking Ahead: Identity Design: Design Aesthetics
				172	Chapter 6 Publications Design: Looking Back: Design Aesthetics
				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
				204	Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Advanced
				218	Chapter 8 Information and Experience Design: Chapter Opener: Tips for Using the Opening Image
				220	Chapter 8 Information and Experience Design: A Look Back: Design Aesthetics
				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
				228	Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Interdisciplinary Connection
				228	Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Teaching Tip
				244	Chapter 9 Design in Motion: Chapter Opener: Tips for Using the Opening Image
				264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Teaching Tip (2)
				266	Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Design Extension
				271	Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
	Prof.VA:Re9	Establish relevant criteria in order to evaluate a work of art or collection of works.	SE	18	Chapter 1 What Is Graphic Design: How to...Give and Receive Feedback

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				22	Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Create It
				27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: Analyze
				37	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: Properties of Color: Fig. 2-16 Caption
				46	Chapter 2 The Art of Graphic Design: Principles of Design: Unity and Variety: Fig. 2-27 Caption
				51	Chapter 2 The Art of Graphic Design: How to...Critique a Graphic Design: Try It
				68	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Shapes: Fig. 3-7 Caption
				81	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Hands and Feet: Fig. 3-30 Caption
				82	Chapter 3 Image Creation for Design: Photography: Fig. 3-31 Caption
				87	Chapter 3 Image Creation for Design: Photography: Composition: Subject and Setting: Fig. 3-35 Caption
				91	Chapter 3 Image Creation for Design: Design Fundamentals: Color and Value: Fig. 3-45 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
				118	Chapter 4 The Design Process: How to...Visualize by Sketching: Design Direction: Try It
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Discuss It
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Fig. 4-25 Caption
				128	Chapter 4 The Design Process: Design Components: Typography: Legibility: Fig. 4-30 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
				131	Chapter 4 The Design Process: Design Fundamentals: Space and Balance: Fig. 4-33 Caption
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
				169	Chapter 5 Identity Design: Chapter Review: Identity Design: Evaluate
				169	Chapter 5 Identity Design: Chapter Review: Identity Design: Writing About Art
				178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Try It
				183	Chapter 6 Publications Design: Newsletters: Fig. 6-18 Caption
				184	Chapter 6 Publications Design: Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption
				185	Chapter 6 Publications Design: Annual Reports: Fig. 6-20 Caption
				190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Design Journal Connection
				195	Chapter 6 Publications Design: Chapter Review: Publications Design: Evaluate



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				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
				217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Writing About Art
				222	Chapter 8 Information and Experience Design: Maps: Fig. 8-6 Caption
				232	Chapter 8 Information and Experience Design: Design Fundamentals: Line: Discuss It
				232	Chapter 8 Information and Experience Design: Design Fundamentals: Line: Fig. 8-21 Caption
				235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
				243	Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: Analyze
				279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Analyze
				279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Evaluate
				291	Chapter 10 Working as a Graphic Designer: Design Fundamentals: Hierarchy in a Portfolio
				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
				7	Chapter 1 What Is Graphic Design: A Brief History: Early Printing: Design Aesthetics
				17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Teaching Tip
				20	Chapter 1 What Is Graphic Design: Design in a Nutshell: Design Critique
				34	Chapter 2 The Art of Graphic Design: Elements of Art: Texture: Design Critique
				48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: 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
				119	Chapter 4 The Design Process: The Basic Steps: Design Direction: More Is Better-Usually: Design Extension
				127	Chapter 4 The Design Process: How to...Design with Type: Design Aesthetics
				147	Chapter 5 Identity Design: Identity Past and Present: Design Aesthetics
				170	Chapter 6 Publications 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: Teaching Tip
				210	Chapter 7 Advertising Design: Looking Ahead: Advertising: Discuss It
				220	Chapter 8 Information and Experience Design: A Look Back: Design Aesthetics

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				224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Teaching Tip				
				225	Chapter 8 Information and Experience Design: Signage: Teaching Tip				
				227	Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique				
				244	Chapter 9 Design in Motion: Chapter Opener: Tips for Using the Opening Image				
				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				
Connecting	Prof.VA:Cn10	Document the process of idea development, form early-stage ideas to fully elaborated ideas.	SE	27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: For Your Portfolio				
				71	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Texture: Try It				
				100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Design Journal Connection				
				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				
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: For Your Portfolio				
				169	Chapter 5 Identity Design: Chapter Review: Identity Design: For Your Portfolio				
				212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Design Journal Connection				
				243	Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: Apply				
				279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: For Your Portfolio				
	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			
					111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Teaching Tip (2)			
					290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Teaching Tip (1)			
					SE	Prof.VA:Cn11	Describe how knowledge of culture, traditions, and history may influence personal responses to art.	8	Chapter 1 What Is Graphic Design: Design History: Gutenberg and His Bible
								53	Chapter 2 The Art of Graphic Design: Principles of Design: Illusion and Reality: Abstraction: Try It
								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
								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: Writing About Art
143								Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze	

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				148	Chapter 5 Identity Design: Ways to Show Identity: Think Like a Designer
				178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Try It
				260	Chapter 9 Design in Motion: Design History: Lotte Reiniger's Silhouette Animations
				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	33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Design Extension
				48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Advanced
				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
				173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection
				196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
				220	Chapter 8 Information and Experience Design: A Look Back: Design Aesthetics
				223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry
				224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Interdisciplinary Connection
				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: Design Extension

Visual Arts Curriculum Standards: High School Accomplished					
Publisher: Davis Publications, Inc.					
Title: Communicating through Graphic Design, Second Edition					
ISBN: 978-16152-8971-4					
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Creating	Acc.VA:Cr1.1	Individually or collaboratively formulate new creative problems based on students' 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: Design 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			
	Acc.VA:Cr1.2	Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design.	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
				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 Illustration Media: Think Like a Designer
				72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustration 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				

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				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
				66	Chapter 3 Image Creation for Design: Illustration: Warming Up: Design Extension

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				111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: 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
				180	Chapter 6 Publications Design: Magazines: Interdisciplinary Connection
				223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Advanced
				223	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
	Acc.VA:Cr2.1	Through experimentation, practice, and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.	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 Illustration 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
				80	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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Apply
				105	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
				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
				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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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: Design 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
				115	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
				180	Chapter 6 Publications Design: Magazines: Interdisciplinary Connection



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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
	Acc.VA:Cr2.2	Demonstrate awareness of ethical implications of making and distributing creative work.	SE	97	Chapter 3 Image Creation for Design: Images and Ethics: Copyright: Try It
				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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
	Acc.VA:Cr2.3	Redesign an object, system, place, or design in response to contemporary issues.	SE	72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustration 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
	Acc.VA:Cr3	Engage in constructive critique with peers, then reflect on, reengage, revise, and refine works of art and design in response to personal artistic vision.	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
				56	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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				100	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
				212	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
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
Presenting	Acc.VA:Pr4	Analyze, select, and critique 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
				290	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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
	Acc.VA:Pr5	Evaluate, select, and apply methods or processes appropriate to display artwork in a specific place.	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: Design 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: Inquiry
				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
				201	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
	Acc.VA:Pr6	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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
				105	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
Responding	Acc.VA:Re7.1	Recognize and describe personal aesthetic and empathetic responses to the natural world and constructed environments.	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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
	Acc.VA:Re7.2	Evaluate the effectiveness of an image or images to influence ideas, feelings, and behaviors of specific audiences.	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
				54	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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
				105	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
				124	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
				143	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
				169	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
				217	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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
				279	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
				209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip



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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
	Acc.VA:Re8	Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.	SE	9	Chapter 1 What Is Graphic Design: A Brief History: The Industrial Revolution: Fig. 1-14
				16	Chapter 1 What Is Graphic Design: What Does a Graphic Designer Do?: Finding Solutions: Fig. 1-27 Caption
				17	Chapter 1 What Is Graphic Design: Why Is Graphic Design Important?: Think Like a Designer
				27	Chapter 1 What Is Graphic Design: Chapter Review: What Is Graphic Design?: Apply
				30	Chapter 2 The Art of Graphic Design: Elements of Art: Line: Fig. 2-3 Caption
				32	Chapter 2 The Art of Graphic Design: Elements of Art: Space: Fig. 2-6 Caption
				32	Chapter 2 The Art of Graphic Design: Elements of Art: Space: Fig. 2-7 Caption
				37	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: Properties of Color: Fig. 2-16 Caption
				39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption
				40	Chapter 2 The Art of Graphic Design: Principles of Design: Fig. 2-20 Caption
				41	Chapter 2 The Art of Graphic Design: Principles of Design: Balance: Fig. 2-21 Caption
				43	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Fig. 2-24
				44	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Visual Paths: Try It
				48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion: Fig. 2-30 Caption
				49	Chapter 2 The Art of Graphic Design: Principles of Design: Contrast: Fig. 2-31 Caption
				52	Chapter 2 The Art of Graphic Design: Principles of Design: Illusion and Reality: Fig. 2-36 Caption
				54	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
				68	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Shapes: Fig. 3-8 Caption
				72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustration Media: Fig. 3-11 Caption
				73	Chapter 3 Image Creation for Design: Illustration: Composition: Composing by Thirds: Fig. 3-13 Caption
				78	Chapter 3 Image Creation for Design: Illustration: Showing Perspective: Linear Perspective: Two-Point Perspective: Fig. 3-25 Caption
				82	Chapter 3 Image Creation for Design: Photography: Fig. 3-31 Caption
				87	Chapter 3 Image Creation for Design: Photography: Composition: Subject and Setting: Fig. 3-36 Caption

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				89	Chapter 3 Image Creation for Design: Photography: Composition: Lighting: Fig. 3-39 Caption
				89	Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Fig. 3-40 Caption
				91	Chapter 3 Image Creation for Design: Design Fundamentals: Color and Value: Fig. 3-44 Caption
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Analyze
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
				105	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
				108	Chapter 4 The Design Process: The Basic Steps: Define the Challenge: Fig. 4-2 Caption
				110	Chapter 4 The Design Process: The Basic Steps: Research: Fig. 4-5 Caption
				118	Chapter 4 The Design Process: How to...Visualize by Sketching: Design Direction: Try It
				118	Chapter 4 The Design Process: The Basic Steps: Design Direction: Fig. 4-15 Caption
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Discuss It
				131	Chapter 4 The Design Process: Design Fundamentals: Space and Balance
				132	Chapter 4 The Design Process: Design Components: Images: Illustrations: Fig. 4-35 Caption
				133	Chapter 4 The Design Process: Design Components: Images: Photographs: Fig. 4-36 Caption
				134	Chapter 4 The Design Process: Design Components: Using Color: Fig. 4-37 Caption
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
				148	Chapter 5 Identity Design: Ways to Show Identity: Fig. 5-6 Caption
				149	Chapter 5 Identity Design: Symbols and Logos: Fig. 5-7 Caption
				157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer
				158	Chapter 5 Identity Design: Flags and Banners: Fig. 5-21 Caption
				159	Chapter 5 Identity Design: Uniforms and Insignia: Think Like a Designer
				160	Chapter 5 Identity Design: Design Fundamentals: Unity and Variety: Fig. 5-24 Caption
				169	Chapter 5 Identity Design: Chapter Review: Identity Design: Writing About Art
				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
				180	Chapter 6 Publications Design: Magazines: Try It
				184	Chapter 6 Publications Design: Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption
				185	Chapter 6 Publications Design: Annual Reports: Fig. 6-20 Caption
				190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Design Journal Connection
				195	Chapter 6 Publications Design: Chapter Review: Publications Design: Analyze
				202	Chapter 7 Advertising Design: Design History: Shaking Up Madison Avenue: Fig. 7-9 Caption

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				203	Chapter 7 Advertising Design: Space Ads: Fig. 7-10 Caption
				221	Chapter 8 Information and Experience Design: A Look Back: Fig. 8-4 Caption
				223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Try It
				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
				232	Chapter 8 Information and Experience Design: Design Fundamentals: Line: Fig. 8-22 Caption
				235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
				243	Chapter 8 Information and Experience Design: Chapter Review: Information and Experience Design: Analyze
				248	Chapter 9 Design in Motion: Motion Fundamentals: Observing Motion: Fig. 9-7 Caption
				251	Chapter 9 Design in Motion: Design Fundamentals: Animation Principles: Fig. 9-12 Caption
				279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Analyze
				279	Chapter 9 Design in Motion: Chapter Review: Design in Motion: Evaluate
				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: Writing About Art
			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
				62	Chapter 3 Image Creation for Design: Chapter Opener: Tips for Using the Opening Image
				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
				119	Chapter 4 The Design Process: The Basic Steps: Design Direction: More Is Better-Usually: Design Extension
				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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
				204	Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Advanced
				228	Chapter 8 Information and Experience Design: Charts, Diagrams, and Infographics: Interdisciplinary Connection
				264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Teaching Tip (2)
				266	Chapter 9 Design in Motion: Creating Motion Graphics: Telling a Good Story: Design Extension
				271	Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
	Acc.VA:Re9	Determine the relevance of criteria used by others 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
				51	Chapter 2 The Art of Graphic Design: How to...Critique a Graphic Design: Teaching Tips
				209	Chapter 7 Advertising Design: Design Notes: A Media Guru on Reaching a Market: Teaching Tip
Connecting	Acc.VA:Cn10	Utilize inquiry methods of observation, research, and experimentation to explore unfamiliar subjects 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 Illustration 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
				138	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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				113	Chapter 4 The Design Process: The Basic Steps: Brainstorming: Interdisciplinary Connection
				115	Chapter 4 The Design Process: The Basic Steps: Sketching: Design Aesthetics
				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
				180	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
	Acc.VA:Cn11	Compare uses of art in a variety of societal, cultural, and historical contexts and make connections to uses of art in contemporary, local, and global 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
				143	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

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Domain	Standard Number	Standards	SE/TE	Page	Citation
				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
				220	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

Visual Arts Curriculum Standards: High School Advanced							
Publisher: Davis Publications, Inc.							
Title: Communicating through Graphic Design, Second Edition							
ISBN: 978-16152-8971-4							
Domain	Standard Number	Standards	SE/TE	Page	Citation		
Creating	Adv.VA:Cr1.1	Visualize and hypothesize to generate plans for ideas and directions for creating art and design that can affect social change.	SE	189	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It		
				238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Design Journal Connection		
				259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It		
				273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Before You Begin		
				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		
				167	Chapter 5 Identity Design: Career Profile: Laura Savard: Inquiry		
				180	Chapter 6 Publications Design: Magazines: Design Extension		
				223	Chapter 8 Information and Experience Design: Maps: Map Design Principles: Inquiry		
				272	Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip		
				SE	Choose from a range of materials and methods of traditional and contemporary artistic practices, following or breaking established conventions, to plan the making of multiple works of art and design based on a theme, idea, or concept.	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	
			163			Chapter 5 Identity Design: Design Brief: Club Communication: Create It	
			164			Chapter 5 Identity Design: Design Brief: Club Communication: Design Journal Connection	
			190			Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It	
203	Chapter 7 Advertising Design: Space Ads: Try It						
206	Chapter 7 Advertising Design: How to...Design an Effective Banner Ad: Try It						
290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It						
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					
	161	Chapter 5 Identity Design: Money: Design Aesthetics					
	312	Chapter 10 Working as a Graphic Designer: Working Ethically: Using Images: Design Extension					
Adv.VA:Cr2.1	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		
				152	Chapter 5 Identity Design: Design Notes: Web Design: Try It		
				163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It		
				190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It		
				290	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: Create It		
			TE	139	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Meeting Individual Student Needs		
Adv.VA:Cr2.2	Demonstrate understanding of the importance of balancing freedom and responsibility in the use of images, materials, tools, and equipment in the creation and circulation of 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		



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Domain	Standard Number	Standards	SE/TE	Page	Citation
			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
				111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Teaching Tip (1)
				138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
				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
				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
Adv.VA:Cr2.3		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 Illustration Media: Think Like a Designer
				99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Before You Begin
				126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
				137	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
				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
				163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
				189	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
				238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Design Journal Connection
				259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
				273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It
				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
				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
				200	Chapter 7 Advertising Design: Posters: Teaching Tip
				201	Chapter 7 Advertising Design: Billboards: Interdisciplinary Connection
				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
				264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection
				272	Chapter 9 Design in Motion: Looking Ahead: Design in Motion: Teaching Tip
Adv.VA:Cr3		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
				56	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: Create It
				138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It

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				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
				212	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
				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
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
Presenting	Adv.VA:Cr4	Critique, justify, and present choices in the process of analyzing, selecting, curating, and presenting artwork for a specific exhibit or event.	SE	173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
				182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
				234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Try It
				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
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
				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
				289	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Print Portfolios: Link
	Adv.VA:Pr5	Investigate, compare, and contrast methods and processes for preserving, presenting, and protecting a variety of art works.	SE	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
				95	Chapter 3 Image Creation for Design: Managing Images: Archiving
				96	Chapter 3 Image Creation for Design: How to...Use Metadata to Organize Photos: Analyze
				98	Chapter 3 Image Creation for Design: Images and Ethics: Licensing: Try It
				122	Chapter 4 The Design Process: The Basic Steps: The Last Steps
				135	Chapter 4 The Design Process: The Path to a Final Product: Design Aesthetics
				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
				217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: For Your Portfolio
				289	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios: Print Portfolios: Note It
				291	Chapter 10 Working as a Graphic Designer: Design Fundamentals: Hierarchy in a Portfolio: Portfolios: Developing Your Portfolio: Try It
			TE	96	Chapter 3 Image Creation for Design: How to...Use Metadata to Organize Photos: Inquiry
	Adv.VA:Pr6	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
				22	Chapter 1 What Is Graphic Design: Design Brief: Mood Board for My Graphic Life: Create It
				33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Try It
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
				138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
				173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It

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				182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: 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
			TE	5	Chapter 1 What Is Graphic Design: A Brief History: The Birth of Writing: Teaching Tip
				33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Design Extension
				100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Display
				129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
				138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Display
				146	Chapter 5 Identity Design: Identity Past and Present: Inquiry
				157	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Album Covers: Inquiry
				234	Chapter 8 Information and Experience Design: Exhibit Design: Green Design: Design Extension
Responding	Adv.VA:Re7.1	Analyze 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
				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
				173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Interdisciplinary Connection
				280	Chapter 10 Working as a Graphic Designer: Chapter Opener: Tips for Using the Opening Image
	Adv.VA:Re7.2	Determine the commonalities within a group of artists or visual images attributed to a particular type of art, timeframe, or culture.	SE	33	Chapter 2 The Art of Graphic Design: Design History: Art Deco in America: Try It
				39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption
				44	Chapter 2 The Art of Graphic Design: Principles of Design: Movement and Rhythm: Visual Paths: Try It
				53	Chapter 2 The Art of Graphic Design: Principles of Design: Illusion and Reality: Abstraction: Try It
				55	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Before You Begin
				126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
				129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Try It
				173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
				182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
				224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Fig. 8-8 and Fig. 8-9 Caption
				225	Chapter 8 Information and Experience Design: Signage: Fig. 8-10 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
			TE	11	Chapter 1 What Is Graphic Design: A Brief History: Into the Modern Age: Teaching Tip
				14	Chapter 1 What Is Graphic Design: A Brief History: Graphic Design Today: Inquiry
				41	Chapter 2 The Art of Graphic Design: Principles of Design: Balance: Teaching Tip
				110	Chapter 4 The Design Process: The Basic Steps: Research: Inquiry
				115	Chapter 4 The Design Process: The Basic Steps: Sketching: Design Aesthetics
				127	Chapter 4 The Design Process: How to...Design with Type: Design Aesthetics
				129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Inquiry
				146	Chapter 5 Identity Design: Identity Past and Present: Inquiry

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				159	Chapter 5 Identity Design: Uniforms and Insignia: 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
				198	Chapter 7 Advertising Design: A Little Advertising History: Design Aesthetics
				204	Chapter 7 Advertising Design: Design Fundamentals: Proportion and Scale: Advanced
				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: Teaching Tip
				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
	Adv.VA:Re8	Analyze differing interpretations of an artwork or collection of works in order to select and defend a plausible critical analysis.	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
				178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
	Adv.VA:Re9	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
				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
				118	Chapter 4 The Design Process: How to...Visualize by Sketching: Design Direction: Try It
				129	Chapter 4 The Design Process: Design Components: Typography: Legibility: Try It
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
				169	Chapter 5 Identity Design: Chapter Review: Identity Design: Evaluate
				169	Chapter 5 Identity Design: Chapter Review: Identity Design: Writing About Art
				190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Design Journal Connection
				195	Chapter 6 Publications Design: Chapter Review: Publications Design: Evaluate
				217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Writing About Art
				232	Chapter 8 Information and Experience Design: Design Fundamentals: Line: Discuss It
				235	Chapter 8 Information and Experience Design: Exhibit Design: Think Like a Designer
				279	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	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
				127	Chapter 4 The Design Process: How to...Design with Type: Design Aesthetics
				224	Chapter 8 Information and Experience Design: Design Notes: Road Culture: Teaching Tip
				227	Chapter 8 Information and Experience Design: Design History: The 1968 Olympics: Design Critique
				271	Chapter 9 Design in Motion: Creating Motion Graphics: Making Your Work Stand Out: Inquiry
Connecting	Adv.VA:Cn10	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
				99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It

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				138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It
				164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It
				182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It
				237	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It
				259	Chapter 9 Design in Motion: Handmade Animation: Using Still Photographs: Try It
				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
				65	Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Interdisciplinary Connection
				154	Chapter 5 Identity Design: How to...Simplify an Image: Design Extension
				180	Chapter 6 Publications Design: Magazines: Design Extension
				180	Chapter 6 Publications Design: Magazines: Interdisciplinary Connection
				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
				264	Chapter 9 Design in Motion: Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection
				270	Chapter 9 Design in Motion: Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection
	Adv.VA:Cn11	Assess the impact of an artist or a group of artists on the beliefs, values, and behaviors of a society.	SE	8	Chapter 1 What Is Graphic Design: Design History: Gutenberg and His Bible: Graphic Design Today: Inquiry
				61	Chapter 2 The Art of Graphic Design: Chapter Review: The Art of Graphic Design: Evaluate
				65	Chapter 3 Image Creation for Design: Design History: The Golden Age of Comics: Teaching Tip
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Evaluate
				105	Chapter 3 Image Creation for Design: Chapter Review: Image Creation for Design: Writing About Art
				124	Chapter 4 The Design Process: Design History: The Evolution of the Poster: Discuss It
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Analyze
				143	Chapter 4 The Design Process: Chapter Review: The Design Process: Evaluate
				173	Chapter 6 Publications Design: Looking Back: Early Publications Design: Try It
				217	Chapter 7 Advertising Design: Chapter Review: Advertising Design: Writing About Art
				260	Chapter 9 Design in Motion: Design History: Lotte Reiniger's Silhouette Animations: Using Raster and Vector Images
				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
				167	Chapter 5 Identity Design: Career Profile: Laura Savard: Inquiry
				178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Interdisciplinary Connection
				196	Chapter 7 Advertising Design: Chapter Opener: Tips for Using the Opening Image
				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
				238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Design Journal Connection