

National Visual Arts Standards Correlations

Communicating through Graphic Design

Communicating through Graphic Design		National Visual Arts Standards														● Correlation
LESSONS	Pages	1.1	1.2	2.1	2.2	2.3	3.1	4.1	5.1	6.1	7.1	7.2	8.1	9.1	10.1	11.1
CHAPTER 1	2–3										●	●	●			
Design is All Around You	4												●			●
A Brief History	5–14									●	●	●	●	●		●
What Does a Graphic Designer Do?	15										●	●	●			
Why is Graphic Design Important?	16–17		●			●					●	●	●		●	●
Design in a Nutshell	18–19	●	●	●			●					●	●			
Studio Experience	20–22		●	●					●		●	●				●
Chapter Review	23							●			●	●	●	●		
CHAPTER 2	24–25										●	●	●			
The Elements of Art	26–35	●	●	●		●					●	●	●	●		●
The Principles of Design	36–47		●	●						●	●	●	●	●	●	●
Studio Experience	48–50	●		●				●	●				●	●	●	
Chapter Review	51		●					●	●		●	●	●	●		
CHAPTER 3	52–53									●	●	●	●	●		
The Basic Steps	54–67	●	●	●	●						●	●	●		●	●
Design Components	68–77	●		●	●					●		●	●		●	
The Path to Print	78–79														●	
Studio Experience	80–82	●	●	●			●		●		●				●	
Chapter Review	83		●				●	●		●	●					
CHAPTER 4	84–85									●	●	●	●	●		
Identity Past and Present	86–87									●	●	●	●		●	
Ways to Show Identity	88–97		●	●			●			●	●	●	●	●	●	●
Identity on the Web	98–99											●	●			
Studio Experience	100–102		●	●		●	●					●			●	
Chapter Review	103			●		●		●				●	●	●		
CHAPTER 5	104–105										●	●	●	●		
Looking Back	106–107									●			●		●	●
Books	108–109			●						●		●	●			●
Newspapers	110–111									●		●	●			
Magazines	112–115		●			●				●		●	●	●	●	●

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LESSONS	Pages	1.1	1.2	2.1	2.2	2.3	3.1	4.1	5.1	6.1	7.1	7.2	8.1	9.1	10.1	11.1
Newsletters	116–117		●									●	●			
Annual Reports	118											●	●			
Transferring Print Media to the Web	119–121	●		●								●				
Studio Experience	122–124		●	●			●					●			●	
Chapter Review	125							●				●	●			
CHAPTER 6	126–127											●	●			
A Little Advertising History	128–129									●	●	●	●	●		●
Posters	130–131		●		●					●	●	●	●		●	
Billboards	132–133							●		●	●	●	●			
Space Ads	134–135									●		●	●			
Direct Mail	136–137									●		●	●	●	●	●
Radio and Television Ads	138–139			●						●		●	●		●	
Web Ads	140–141			●								●	●		●	
Studio Experience	142–144		●	●		●	●		●			●			●	
Chapter Review	145		●				●	●			●	●	●	●		
CHAPTER 7	146–147			●							●		●			
A Look Back	148–149									●		●	●	●		●
Maps	150–152		●	●			●			●	●		●		●	●
Signage	153–155		●	●						●	●	●	●		●	●
Charts and Diagrams	156–157		●									●	●		●	
Exhibit Design	158–160		●	●					●		●	●	●		●	
Transferring Information Design to the Web	161–163		●									●	●			
Studio Experience	164–166		●	●		●	●		●			●			●	
Chapter Review	167		●						●		●	●	●	●		
CHAPTER 8	168–169											●	●			
A Short History	170–171		●							●		●	●		●	
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Animation and Sound	181–182		●	●								●	●		●	
Games	183–187									●					●	
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Chapter Review	191			●		●						●	●	●	●	