

Georgia Standards of Excellence: Visual Art
50.07210 Visual Arts/Graphics I / 50.07220 Visual Arts/Graphics II
Communicating through Graphic Design 2E

Artistic Process	Standard	SE or TE	Page	Lesson
1. Creating	VAHSGD.CR.1 - Visualize and generate ideas for creating works of art. a. Use open-ended inquiry, the consideration of multiple options, weighing consequences, and assessing results.	SE	55–57	Design Brief: A Simple Story: Capturing a Classic with Minimalism
			137–139	Design Brief: Identifying My Mix
			315–317	Design Brief: A Design Team Project
		TE	163–164	Design Brief: Club Communication: Create It
			212	Design Brief: Poster for a School Event: Teaching Tips
			274	Design Brief: PSA Metaphor in Motion
	VAHSGD.CR.1 - Visualize and generate ideas for creating works of art. b. Investigate and research themes, interests, materials, and methods.	SE	21–23	Design Brief: Mood Board for My Graphic Life
			99–101	Design Brief: Songbook of Myself
			237–239	Design Brief: Mapping a Significant Place
		TE	69	Illustration: Observational Drawing: Drawing Forms: Inquiry
			271	Creating Motion Graphics: Making Your Work Stand Out: Inquiry
			287	Getting the Training You Need: Graphic Design Programs: Research
	VAHSGD.CR.1 - Visualize and generate ideas for creating works of art. c. Plan and generate ideas using appropriate industry platforms.	SE	55–57	Design Brief: A Simple Story: Capturing a Classic with Minimalism
			189–191	Design Brief: A Newsletter Design
			273–275	Design Brief: PSA Metaphor in Motion
		TE	100	Design Brief: Songbook of Myself: Teaching Tips
			187	How to Set Up and Use Style Sheets: Discuss It
			263	Computer-Based Animation: Layers: Teaching Tip
	VAHSGD.CR.2 Choose from a range of materials and methods of traditional and contemporary artistic practices to plan and create works of art. a. Utilize industry standard software and hardware.	SE	137–139	Design Brief: Identifying My Mix
			163–164	Design Brief: Club Communication
			211–213	Design Brief: Poster for a School Event
		TE	T8–T10	Designing a Digital Studio
			56	Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips
			212	Design Brief: Poster for a School Event: Teaching Tips
	VAHSGD.CR.2 Choose from a range of materials and methods of traditional and contemporary artistic practices to plan and create works of art. b. Demonstrate proper use and care of equipment and materials.	SE	90	Photography: Lenses: Try It
			273–274	Design Brief: PSA Metaphor in Motion: Create It
			313	Cybersecurity
		TE	96	How to Use Metadata to Organize Photos: Inquiry
			212	Design Brief: Poster for a School Event: Teaching Tips
			268	Design Notes: Game Design: Teaching Tips
	VAHSGD.CR.2 Choose from a range of materials and methods of traditional and contemporary artistic practices to plan and create works of art. c. Demonstrate knowledge of concept development with a range of aesthetic approaches (e.g. mimetic, expressivist, formalism, functionalism).	SE	30–39	Elements of Art
			40–54	Principles of Design
			53	Principles of Design: Illusion and Reality: Abstraction: Try It
		TE	33	Design History: Art Deco in America: Design Extension
			50	Principles of Design: Expression: Design History/Teaching Tip
			124	Design History: The Evolution of the Poster: Design Aesthetics
	VAHSGD.CR.2 Choose from a range of materials and methods of traditional and contemporary artistic practices to plan and create works of art. d. Integrate tools, materials, and techniques effectively to demonstrate the correct application of media outputs for the desired end product (e.g. file formats, file management).	SE	92–95	Managing Images
			163–164	Design Brief: Club Communication: Create It
			189–190	Design Brief: A Newsletter Design: Create It
		TE	96	How to Use Metadata to Organize Photos: Inquiry
			100	Design Brief: Songbook of Myself: Teaching Tips
			212	Design Brief: Poster for a School Event: Teaching Tips
	VAHSGD.CR.2 Choose from a range of materials and methods of traditional and contemporary	SE	73–81	Illustration: Composition
			137–139	Design Brief: Identifying My Mix

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50.07210 Visual Arts/Graphics I / 50.07220 Visual Arts/Graphics II
Communicating through Graphic Design 2E

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	artistic practices to plan and create works of art. e. Produce digital imagery that demonstrates digital capabilities in combining visual and verbal communication.	TE	211–213	Design Brief: Poster for a School Event
			190	Design Brief: A Newsletter Design: Teaching Tips
			270	Creating Motion Graphics: Other Considerations; Sound: Interdisciplinary Connection
			274	Design Brief: PSA Metaphor in Motion: Teaching Tips
	VAHSGD.CR.3 Engage in an array of processes, media, techniques, and technology through experimentation, practice, and persistence. a. Explore ideas and methods reflected in the way the current culture(s) defines and uses art.	SE	21–23	Design Brief: Mood Board for My Graphic Life
			137–139	Design Brief: Identifying My Mix
			163–165	Design Brief: Club Communication
		TE	284	Design History: The Design Profession: Think Like a Designer
			308	Keeping Up with the Design Industry: Try It/Design Extension
			321	Chapter 10 Review: Evaluate
	VAHSGD.CR.3 Engage in an array of processes, media, techniques, and technology through experimentation, practice, and persistence. b. Document processes which support the works of art through personal research, reflection, collaboration, and critique.	SE	99–100	Design Brief: Songbook of Myself: Create It/Check It/Design Journal Connection
			211–212	Design Brief: Poster for a School Event: Create It/Check It/Design Journal Connection
			315–316	Design Brief: A Design Team Project: Create It/Check It/Design Journal Connection
		TE	18	How to Give and Receive Feedback: Teaching Tip
			111	The Basic Steps: Research: Finding Inspiration: Teaching Tip/Design Extension
			266	Creating Motion Graphics: Telling a Good Story: Design Extension
	VAHSGD.CR.3 Engage in an array of processes, media, techniques, and technology through experimentation, practice, and persistence. c. Revise, consolidate, and synthesize content.	SE	55–56	Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It
			137–138	Design Brief: Identifying My Mix: Create It
			163–164	Design Brief: Club Communication: Create It
			237–238	Design Brief: Mapping a Significant Place: Create It
		TE	20	Design in a Nutshell: Teaching Tip
			212	Design Brief: Poster for a School Event: Teaching Tips
	VAHSGD.CR.4 Incorporate formal and informal components to create works of art. a. Employ the use of basic drawing and design skills to shape an investigation of graphic design work.	SE	21–23	Design Brief: Mood Board for My Graphic Life
			55–57	Design Brief: A Simple Story: Capturing a Classic with Minimalism
			99–101	Design Brief: Songbook of Myself
		TE	53	Principles of Design: Illusion and Reality: Abstraction: Teaching Tip
			66	Illustration: Warming Up: Design Extension
	VAHSGD.CR.4 Incorporate formal and informal components to create works of art. b. Consider the visual hierarchy when planning graphic design works.	SE	115	The Basic Steps: Sketching: Teaching Tip
			118	The Basic Steps: Design Direction: Try It/Note It
			189–190	Design Brief: A Newsletter Design: Create It
			237–238	Design Brief: Mapping a Significant Place: Create It
		TE	291	Design Fundamentals: Hierarchy in a Portfolio
			32	Elements of Art: Space: Teaching Tip
	VAHSGD.CR.4 Incorporate formal and informal components to create works of art. c. Consolidate production processes of a variety of digital platforms to integrate content and style.	SE	124	Design History: The Evolution of the Poster: Design Aesthetics
			137–138	Design Brief: Identifying My Mix: Create It
			135–136	The Path to a Final Product
			163–164	Design Brief: Club Communication: Create It
			273–274	Design Brief: PSA Metaphor in Motion: Create It
			315–316	Design Brief: A Design Team Project: Create It
	VAHSGD.CR.5 Reflect on, revise, and refine works	SE	263	Computer-Based Animation: Layers: Teaching Tip
			163–165	Design Brief: Club Communication

Georgia Standards of Excellence: Visual Art
50.07210 Visual Arts/Graphics I / 50.07220 Visual Arts/Graphics II
Communicating through Graphic Design 2E

Artistic Process	Standard	SE or TE	Page	Lesson
	of art considering relevant traditional and contemporary practices as well as personal artistic ideation. a. Use and combine a variety of digital platforms for a variety of outcomes (e.g. print, web, video). VAHSGD.CR.5 Reflect on, revise, and refine works of art considering relevant traditional and contemporary practices as well as personal artistic ideation. b. Combine digital images with traditional art media.		189–191	Design Brief: A Newsletter Design: Create It
			315–317	Design Brief: A Design Team Project: Create It
		TE	100	Design Brief: Songbook of Myself: Display
			110	The Basic Steps: Research: Design Extension
			138	Design Brief: Identifying My Mix: Display
		SE	55–56	Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It
			90	Photography: Lenses: Try It
			99–100	Design Brief: Songbook of Myself: Create It
			133	Design Components: Images: Scans: Try It
			273–274	Design Brief: PSA Metaphor in Motion: Create It
	262		Computer-Based Animation: Space and Time (Again): Try It	
	SE	27	Chapter 1 Review: For Your Portfolio	
		61	Chapter 2 Review: For Your Portfolio	
		143	Chapter 4 Review: For Your Portfolio	
		217	Chapter 7 Review: For Your Portfolio	
		238	Design Brief: Mapping a Significant Place: Check It	
		274	Design Brief: PSA Metaphor in Motion: Check It	
	SE	18	How to Give and Receive Feedback	
		56	Design Brief: A Simple Story: Capturing a Classic with Minimalism: Check It	
		100	Design Brief: Songbook of Myself: Check It	
		190	Design Brief: A Newsletter Design: Check It	
		238	Design Brief: Mapping a Significant Place: Check It	
		274	Design Brief: PSA Metaphor in Motion: Check It	
	SE	163–164	Design Brief: Club Communication: Create It	
		211–212	Design Brief: Poster for a School Event: Create It	
		273–274	Design Brief: PSA Metaphor in Motion: Create It	
		TE	110	The Basic Steps: Research: Teaching Tip/Design Extension/Inquiry
			181	Design Notes: Anatomy of a Magazine Article: Think Like a Designer
			267	How to Create a Storyboard: Teaching Tip
	SE	99–100	Design Brief: Songbook of Myself: Create It	
		137–138	Design Brief: Identifying My Mix: Create It	
		189–190	Design Brief: A Newsletter Design: Create It	
		211–212	Design Brief: Poster for a School Event: Create It	
		237–238	Design Brief: Mapping a Significant Place: Create It	
		273–274	Design Brief: PSA Metaphor in Motion: Create It	
	SE	18	How to Give and Receive Feedback	
		99–100	Design Brief: Songbook of Myself: Create It/Design Journal Connection	
		315–316	Design Brief: A Design Team Project: Create It/Design Journal Connection	
		TE	111	The Basic Steps: Research: Finding Inspiration: Teaching Tip/Design Extension
			121	A Case Study: Step 5: Client Review: Teaching Tip
			170	Chapter 6 Opener: Tips for Using the Opening Image
2. Presenting	VAHSGD.PR.1 Plan, prepare, and present works of art for exhibition in school, virtual environment, and/or portfolio presentation. a. Consider evolving technologies when preparing work for presentation to a variety of outlets.	SE	163–165	Design Brief: Club Communication
			189–191	Design Brief: A Newsletter Design
			315–317	Design Brief: A Design Team Project
		TE	100	Design Brief: Songbook of Myself: Display
			138	Design Brief: Identifying My Mix: Display
			275	Design Brief: PSA Metaphor in Motion: Display

Georgia Standards of Excellence: Visual Art
50.07210 Visual Arts/Graphics I / 50.07220 Visual Arts/Graphics II
Communicating through Graphic Design 2E

Artistic Process	Standard	SE or TE	Page	Lesson
	VAHSGD.PR.1 Plan, prepare, and present works of art for exhibition in school, virtual environment, and/or portfolio presentation. b. Create an oral and/or written support statement.	SE	27	Chapter 1 Review: For Your Portfolio
			33	Design History: Art Deco in America: Try It
			61	Chapter 2 Review: For Your Portfolio
		TE	23	Design Brief: Mood Board for My Graphic Life: Display
			100	Design Brief: Songbook of Myself: Display
			238	Design Brief: Mapping a Significant Place: Display
	VAHSGD.PR.1 Plan, prepare, and present works of art for exhibition in school, virtual environment, and/or portfolio presentation. c. Revise work based on client feedback.	SE	120	The Basic Steps: Comps/Client Review
			164	Design Brief: Club Communication: Create It: 5/6
			212	Design Brief: Poster for a School Event: Create It: 4/5
		TE	20	Design in a Nutshell: Teaching Tip
			124	Design History: The Evolution of the Poster: Interdisciplinary Connection
			211	Design Brief: Poster for a School Event: Before You Begin
3. Responding	VAHSGD.RE.1 Reflect on the context of personal works of art in relation to community, culture, and the world.	SE	164	Design Brief: Club Communication: Check It/Design Journal Connection
			212	Design Brief: Poster for a School Event: Design Journal Connection
			238	Design Brief: Mapping a Significant Place: Check It/Design Journal Connection
		TE	64	Illustration: Interdisciplinary Connection
			100	Design Brief: Songbook of Myself: Display
			275	Design Brief: PSA Metaphor in Motion: Display
	VAHSGD.RE.2 Critique personal works of art and the artwork of others, individually and collaboratively, using a variety of approaches. a. Identify how digital art is used in a broad range of society from consumable items, mass production, and in fine arts.	SE	21–23	Design Brief: Mood Board for My Graphic Life
			105	Chapter 3 Review: Writing About Art
			284	Design History: The Design Profession: Think Like a Designer
		TE	65	Design History: The Golden Age of Comics: Design History
			272	Looking Ahead: Design in Motion: Teaching Tip
			155	Graphics for Three-Dimensional Packaging: Interdisciplinary Connection
	VAHSGD.RE.2 Critique personal works of art and the artwork of others, individually and collaboratively, using a variety of approaches. b. Understand the relationships between traditional and digital arts.	SE	64	Illustration: Try It
			174–176	Books
			261–263	Computer-Based Animation
		TE	170	Chapter 6 Opener: Tips for Using the Opening Image
			177	Newspapers: Teaching Tip
			284	Design History: The Design Profession: Think Like a Designer
	VAHSGD.RE.2 Critique personal works of art and the artwork of others, individually and collaboratively, using a variety of approaches. c. Understand the ethics and responsibility associated with digital arts (e.g. copyright, fair use, trademark).	SE	97–98	Images and Ethics
			309–312	Working Ethically
			321	Chapter 10 Review: Understand
		TE	111	The Basic Steps: Research: Finding Inspiration: Teaching Tip
			133	Design Components: Images: Teaching Tip
			312	Working Ethically: Using Images: Design Extension
	VAHSGD.RE.3 Engage in the process of art criticism to make meaning of works of art and increase visual literacy. a. Formulate written and/or oral responses to artwork through various approaches.	SE	33	Design History: Art Deco in America: Try It
			105	Chapter 3 Review: Analyze/Evaluate/Writing About Art
			321	Chapter 10 Review: Writing About Art
		TE	51	How to Critique a Graphic Design: Teaching Tips
			227	Design History: The 1968 Olympics: Design Critique
			301	Keeping Up with the Design Industry: Try It/Design Extension

Georgia Standards of Excellence: Visual Art
50.07210 Visual Arts/Graphics I / 50.07220 Visual Arts/Graphics II
Communicating through Graphic Design 2E

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4. Connecting	VAHSGD.CN.1 Develop personal artistic voice through connecting uses of art within a variety of cultural, historical, and contemporary contexts. a. Discuss the intent of works of art in context to historical events.	SE	5–14	A Brief History
			173	Looking Back: Early Publications Design: Try It
			308	Keeping Up with the Design Industry: Try It
		TE	10	A Brief History: Photography: Interdisciplinary Connection
			110	The Basic Steps: Research: Inquiry
			223	Maps: Map Design Principles: Inquiry
	VAHSGD.CN.1 Develop personal artistic voice through connecting uses of art within a variety of cultural, historical, and contemporary contexts. b. Examine universal themes that appear in works of art throughout various times and cultures.	SE	53	Principles of Design: Illusion and Reality: Abstraction: Try It
			178	Newspapers: Style and Consistency: Try It
			221	A Look Back: Discuss It
		TE	41	Principles of Design: Balance: Teaching Tip
			89	Photography: Rule of Thirds: Design Aesthetics
			284	Design History: The Design Profession: Think Like a Designer
	VAHSGD.CN.1 Develop personal artistic voice through connecting uses of art within a variety of cultural, historical, and contemporary contexts. c. Analyze the ways in which personal experiences affect one’s understanding and appreciation of works of art.	SE	21–23	Design Brief: Mood Board for My Graphic Life
			105	Chapter 3 Review: Writing About Art
			217	Chapter 7 Review: Writing About Art
		TE	51	How to Critique a Graphic Design: Teaching Tips
			209	Design Notes: A Media Guru on Reaching a Market: Teach Tip
			224	Design Notes: Road Culture: Teaching Tip
	VAHSGD.CN.1 Develop personal artistic voice through connecting uses of art within a variety of cultural, historical, and contemporary contexts. d. Investigate the role of works of art as a visual record keeper.	SE	56	Design Brief: A Simple Story: Capturing a Classic with Minimalism: For Your Design Journal
			143	Chapter 4 Review: Evaluate
			321	Chapter 10 Review: Analyze
		TE	10	A Brief History: Photography: Interdisciplinary Connection
			220	A Look Back: Design Aesthetics
			224	Design Notes: Road Culture: Interdisciplinary Connection
	VAHSGD.CN.1 Develop personal artistic voice through connecting uses of art within a variety of cultural, historical, and contemporary contexts. e. Identify specific knowledge and skills from other disciplines that inform the planning and execution of works of art.	SE	55–57	Design Brief: A Simple Story: Capturing a Classic with Minimalism
			99–101	Design Brief: Songbook of Myself
			273–275	Design Brief: PSA Metaphor in Motion
		TE	64	Illustration: Interdisciplinary Connection
			124	Design History: The Evolution of the Poster: Interdisciplinary Connection
			156	Graphics for Three-Dimensional Packaging: Templates: Interdisciplinary Connection
	VAHSGD.CN.1 Develop personal artistic voice through connecting uses of art within a variety of cultural, historical, and contemporary contexts. f. Recognize artistic voice in a range of contemporary and traditional graphic artists.	SE	51	How to Critique a Graphic Design: Try It
			56	Design Brief: A Simple Story: Capturing a Classic with Minimalism: For Your Design Journal
			260	Design History: Lotte Reiniger’s Silhouette Animations
		TE	6	A Brief History: The Birth of Writing: Alphabets and Books: Design Aesthetics
			69	Illustration: Observational Drawing: Drawing Forms: Inquiry
			134	Design Components: Using Color: Design History
	VAHSGD.CN.2 Develop life skills through the study and production of art (e.g. collaboration, creativity, critical thinking, communication). a. Collaborate in large and small groups with peers and community to examine, discuss, and plan projects.	SE	189–191	Design Brief: A Newsletter Design
			211–213	Design Brief: Poster for a School Event
			315–317	Design Brief: A Design Team Project
		TE	162	Design Brief: Club Communication: Before You Begin/Create It
			222	Maps: Interdisciplinary Connection
			259	Handmade Animation: Using Still Photographs: Try It/Meeting Individual Student Needs
	VAHSGD.CN.2 Develop life skills through the study and production of art (e.g. collaboration,	SE	137–139	Design Brief: Identifying My Mix
			237–239	Design Brief: Mapping a Significant Place

Georgia Standards of Excellence: Visual Art
50.07210 Visual Arts/Graphics I / 50.07220 Visual Arts/Graphics II
Communicating through Graphic Design 2E

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	creativity, critical thinking, communication). b. Use creativity and imagination in planning and development of products.		273–275	Design Brief: PSA Metaphor in Motion
		TE	180	Magazines: Interdisciplinary Connection
			268	Design Notes: Game Design: Teaching Tips/Try It
			270	Creating Motion Graphics: Other Considerations; Sound: Interdisciplinary Connection
	VAHSGD.CN.2 Develop life skills through the study and production of art (e.g. collaboration, creativity, critical thinking, communication). c. Use critical thinking and problem solving strategies to conceive of and develop ideas.	SE	55–57	Design Brief: A Simple Story: Capturing a Classic with Minimalism
			137–139	Design Brief: Identifying My Mix
			273–275	Design Brief: PSA Metaphor in Motion
		TE	108	The Basic Steps: Define the Challenge: Teaching Tip
			113	The Basic Steps: Brainstorming: Teaching Tip (1 and 2)/Interdisciplinary Connection
			115	The Basic Steps: Sketching: Teaching Tip/Design Aesthetics
	VAHSGD.CN.2 Develop life skills through the study and production of art (e.g. collaboration, creativity, critical thinking, communication). d. Communicate meaning and ideas through a variety of means including visual representations, technology, and performance.	SE	99–101	Design Brief: Songbook of Myself
			237–239	Design Brief: Mapping a Significant Place
			273–275	Design Brief: PSA Metaphor in Motion
		TE	66	Illustration: Warming Up: Design Extension
			154	How to Simplify an Image: Design Extension
			234	Exhibit Design: Green Design: Design Extension
	VAHSGD.CN.3 Utilize a variety of resources to understand how artistic learning extends beyond the walls of the classroom. a. Access resources to research art (e.g. museums, internet, visiting artists, galleries, community arts organizations, visual culture).	SE	56	Design Brief: A Simple Story: Capturing a Classic with Minimalism: For Your Design Journal
			284	Design History: The Design Profession: Think Like a Designer
			308	Keeping Up with the Design Industry: Try It
		TE	14	A Brief History: Graphic Design Today: Inquiry
			33	Design History: Art Deco in America: Design Extension
			284	Design History: The Design Profession: Think Like a Designer
	VAHSGD.CN.3 Utilize a variety of resources to understand how artistic learning extends beyond the walls of the classroom. b. Identify various art related careers and post-secondary options.	SE	286–287	Getting the Training You Need
			294	Finding a Job: Looking for Opportunities: Look at Job Qualifications: Try It
			305–307	Working in Design: Working as a Freelance Graphic Designer
		TE	134	Design Components: Using Color: Career Tip–Link
			166	Career Profile: Laura Savard: Careers
			287	Getting the Training You Need: Research
	VAHSGD.CN.3 Utilize a variety of resources to understand how artistic learning extends beyond the walls of the classroom. c. Draw inspiration for works of art from the world and resources outside the traditional classroom.	SE	55–57	Design Brief: A Simple Story: Capturing a Classic with Minimalism
			99–101	Design Brief: Songbook of Myself
			237–239	Design Brief: Mapping a Significant Place
		TE	33	Design History: Art Deco in America: Design Extension
			111	The Basic Steps: Research: Finding Inspiration: Teaching Tip
			180	Magazines: Design Extension
	VAHSGD.CN.3 Utilize a variety of resources to understand how artistic learning extends beyond the walls of the classroom. d. Make connections between different types of businesses and organizations and how they utilize digital design.	SE	149	Symbols and Logos: Try It
			153	Stationery: Try It
			189–191	Design Brief: A Newsletter Design
		TE	167	Career Profile: Laura Savard: Inquiry
			224	Design Notes: Road Culture: Teaching Tip
			298	Finding a Job: Multiple Job Offers: Try It