

Indiana Visual Arts Standards 2023
Communicating through Graphic Design 2E
HS Proficient Correlations

Domain	Correlation	Student Edition/ Teacher Edition	Chapter	Lesson	Page (Print and Digital)
Creating	VA:Cr1.1.1 (a) Use multiple approaches to begin creative endeavors.	SE	Chapter 2 The Art of Graphic Design	Elements of Art: Color, Value, and Light: What Color Means: Try It	39
				Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It	55
			Chapter 3 Image Creation for Design	Illustration: Try It	64
				Illustration: Observational Drawing: Drawing Texture: Try It	71
				Photography: Lenses: Try It	90
				Design Brief: Songbook of Myself: Create It	99
				Chapter 4 The Design Process	The Basic Steps: Brainstorming: Try It
			Chapter 5 Identity Design	How to...Visualize by Sketching	117
				Design Components: Typography: Type Families: Think Like a Designer	126
				How to...Use Dummy Type	130
				Design Components: Images: Photographs: Scans: Try It	133
				Design Brief: Identifying My Mix: Before You Begin	137
			Chapter 6 Publications Design	Ways to Show Identity: Think Like a Designer	148
				Design Notes: Web Design: Planning	151
				How to...Simplify an Image	154
				Graphics for Three-Dimensional Packaging: Templates: Try It	156
				Looking Ahead: Identity Design: Think Like a Designer	162
			Chapter 7 Advertising Design	Design Brief: Club Communication	163
				Books: Try It	174
			Chapter 8 Information and Experience Design	Design Brief: A Newsletter Design: Before You Begin	189
				How to...Design an Effective Banner Ad	205
				Ads for Television and Online Media: Try It	208
			Chapter 9 Design in Motion	Design Brief: Poster for a School Event: Before You Begin	211
				How to...Create Effective Infographics	230
				Design Brief: Mapping a Significant Place: Before You Begin	237
				Motion Fundamentals: Observing Motion: Change: Try It	249
				Design Fundamentals: Animation Principles: Try It	251
			Chapter 10 Working as a Graphic Designer	How to...Plan Timing and Spacing	256
				Handmade Animation: Try It	258
				Creating Motion Graphics: Generating Ideas: Try It	265
		Creating Motion Graphics: Telling a Good Story: Try It		266	
		How to...Create a Storyboard		267	
		Design Notes: Game Design: Try It		268	
		Design Brief: PSA Metaphor in Motion: Before You Begin		273	
		Design Fundamentals: Hierarchy in a Portfolio		291	
		Finding a Job: Interviewing: Try It		297	
Design Brief: A Design Team Project: Create It	315				
TE	Chapter 1 What Is Graphic Design	Design in a Nutshell: Teaching Tip	20		
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Chapter 4 The Design Process	The Basic Steps: Define the Challenge: Teaching Tip	108			
	Design History: The Evolution of the Poster: Interdisciplinary Connection	124			
	Design Components: Typography: Teaching Tip (2)	125			
Chapter 5 Identity Design	Symbols and Logos: Teaching Tip-Try It	149			
Chapter 8 Information and Experience Design	Maps: Map Design Principles: Inquiry	223			
Chapter 9 Design in Motion	How to...Animate a Human Action: Teaching Tip	253			
	Creating Motion Graphics: Why Use Motion: Teaching Tip (1)	264			
	Creating Motion Graphics: Telling a Good Story: Interdisciplinary Connection	266			
	Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection	270			
	Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271			
Chapter 10 Working as a Graphic Designer	What to Expect as a Graphic Designer: Portrait of a Graphic Designer: Try It	283			
	Working Ethically: Using Images: Design Extension	312			

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VA:Cr1.2.1 (a) Shape an artistic investigation of an aspect of present-day life using a contemporary current practice of art or design.		SE	Chapter 1 What Is Graphic Design	Design Brief: Mood Board for My Graphic Life: Create It	22
			Chapter 2 The Art of Graphic Design	Elements of Art: Color, Value, and Light: What Color Means: Try It	39
			Chapter 3 Image Creation for Design	Illustration: Warming Up: Try It	66
				Illustration: Observational Drawing: Drawing Shapes: Try It	68
				Illustration: Exploring Other Illustration Media: Think Like a Designer	72
				Illustration: The Human Figure: Understanding Proportions: Try It	80
				Design Brief: Songbook of Myself: Before You Begin	99
				Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Think Like a Designer
			Chapter 5 Identity Design	The Basic Steps: Brainstorming: Try It	113
				Design Components: Typography: Type Families: Think Like a Designer	126
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				Ways to Show Identity: Think Like a Designer	148
				Symbols and Logos: Try It	149
				Design Notes: Web Design: Try It	152
				Stationery: Try It	153
			Chapter 6 Publications Design	Money: Try It	161
				Looking Ahead: Identity Design: Think Like a Designer	162
				Design Brief: Club Communication	163
				Books: Try It	174
				Design Brief: A Newsletter Design: Before You Begin	189
		Chapter Review: Publications Design: Apply		195	
		Chapter 7 Advertising Design		Posters: Try It	200
				Space Ads: Try It	203
				How to...Design an Effective Banner Ad: Try It	206
				Direct Mail: Try It	207
			Ads for Television and Online Media: Try It	208	
			Design Brief: Poster for a School Event: Before You Begin	211	
		Chapter 8 Information and Experience Design	Chapter Review: Advertising Design: Apply	217	
			Signage: Wayfinding: Try It	226	
			Exhibit Design: Green Design: Try It	234	
			Design Brief: Mapping a Significant Place	237	
			Chapter 9 Design in Motion	A Brief History of Motion: Think Like a Designer	247
		How to...Plan Timing and Spacing: Try It		257	
		Handmade Animation: Using Still Photographs: Try It		259	
		Design Brief: PSA Metaphor in Motion: Before You Begin		273	
		Chapter 10 Working as a Graphic Designer	Finding a Job: Interviewing: Try It	297	
			Design Brief: A Design Team Project: Create It	315	
		TE	Chapter 1 What Is Graphic Design	Design in a Nutshell: Teaching Tip	20
			Chapter 3 Image Creation for Design	Illustration: Interdisciplinary Connection	64
				Design History: The Golden Age of Comics: Teaching Tip	65
Illustration: Exploring Other Illustration Media: Design Extension	72				
Chapter 4 The Design Process	The Basic Steps: Research: Teaching Tip		110		
	Design History: The Evolution of the Poster: Interdisciplinary Connection		124		
Chapter 5 Identity Design	Design History: Paul Rand: Design Extension		150		
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	Money: Design Aesthetics		161		
	Career Profile: Laura Savard: Inquiry		167		
Chapter 6 Publications Design	Books: Book Design Components: Digital Book Design: Teaching Tip		176		
	Magazines: Design Extension		180		
	Design Notes: Anatomy of a Magazine Article: Think Like a Designer		181		
Chapter 7 Advertising Design	Posters: Teaching Tip		200		
Chapter 8 Information and Experience Design	Maps: Teaching Tip		222		

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			Chapter 9 Design in Motion	How to...Animate a Human Action: Teaching Tip	254
				Motion Fundamentals: Timing and Spacing: Teaching Tip	255
				Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection	264
				Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection	270
				Looking Ahead: Design in Motion: Teaching Tip	272
	VA:Cr2.1.1 (a) Engage in making a work of art or design without having a preconceived plan.	SE	Chapter 2 The Art of Graphic Design	Elements of Art: Space: Try It	32
				Elements of Art: Color, Value, and Light: What Color Means: Try It	39
				Principles of Design: Balance: Visual Tension: Try It	42
				Principles of Design: Unity and Variety: Try It	46
			Chapter 3 Image Creation for Design	Illustration: Observational Drawing: Drawing Forms: Try It	69
				Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Try IT	77
				Illustration: The Human Figure: Understanding Proportions: Try It	80
				Photography: Using a Digital Camera: Try It	84
				Photography: Composition: Viewpoint and Timing: Think Like a Designer	88
				Photography: Lenses: Try It	90
				Chapter Review: Image Creation for Design: For Your Portfolio	105
			Chapter 5 Identity Design	How to...Simplify an Image	154
			Chapter 6 Publications Design	Chapter Review: Publications Design: Apply	195
			Chapter 7 Advertising Design	Posters: Try It	200
			Chapter 9 Design in Motion	Design Fundamentals: Animation Principles: Try It	251
				Handmade Animation: Try It	258
			Chapter 10 Working as a Graphic Designer	What to Expect as a Graphic Designer: Portrait of a Graphic Designer: Try It	283
		TE	Chapter 1 What Is Graphic Design	A Brief History: The Industrial Revolution: Inquiry	9
			Chapter 2 The Art of Graphic Design	Elements of Art: Shape and Form: Interdisciplinary Connection	31
				Principles of Design: Movement and Rhythm: Design Extension	43
			Chapter 3 Image Creation for Design	Chapter Opener: Teaching Tip	62
				Illustration: Observational Drawing: Seeing Shapes: Design Extension	67
				Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Design Extension	77
				Illustration: The Human Figure: Understand Anatomy: Teaching Tip (1)	80
			Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Design Extension	111
			Chapter 6 Publications Design	Books: Book Design Components: Digital Book Design: Teaching Tip	176
			Chapter 7 Advertising Design	Design Fundamentals: Proportion and Scale: Teaching Tip	204
			Chapter 9 Design in Motion	How to...Animate a Human Action: Teaching Tip	254
				Motion Fundamentals: Timing and Spacing: Teaching Tip	255
	VA:Cr2.2.1 (a) Explain how traditional and non-traditional materials may impact human health and the environment and demonstrate safe handling of materials, tools, and equipment.	SE	Chapter 3 Image Creation for Design	Managing Images: Using Raster and Vector Images	93
				Managing Images: Color Processes	94
				How to...Use Metadata to Organize Photos	96
				Images and Ethics: Copyright: Try It	97
			Chapter 4 The Design Process	The Path to a Final Product	135
			Chapter 6 Publications Design	How to Set Up and Use Style Sheets	187
				Design Brief: A Newsletter Design: Create It	190
			Chapter 7 Advertising Design	Looking Ahead: Advertising: Discuss It	210
			Chapter 9 Design in Motion	Computer-Based Animation: Layers: Note It	263
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Print Portfolios: Note It	289
				Cybersecurity	313
				Chapter Review: Working as a Graphic Designer: Understand	321
		TE	Chapter 2 The Art of Graphic Design	Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips	56
			Chapter 3 Image Creation for Design	Design Brief: Songbook of Myself: Teaching Tips	100
			Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Teaching Tip (1)	111
				Design Components: Images: Photographs: Teaching Tip	133

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			Chapter 7 Advertising Design	Chapter Opener: Tips for Using the Opening Image	196					
					Design Brief: Poster for a School Event: Teaching Tips	212				
			Chapter 9 Design in Motion	Design Brief: PSA Metaphor in Motion: Safety Note	274					
			Chapter 10 Working as a Graphic Designer	Design Brief: A Design Team Project: Before You Begin	315					
	VA:Cr2.3.1 (a) Collaboratively or individually develop a plan for an installation, artwork, art show, or space design that transforms the perception and experience of a particular place.	SE		Chapter 5 Identity Design	Stationery: Try It	153				
					Design Brief: Club Communication: Create It	163				
		TE		Chapter 5 Identity Design	Design History: Paul Rand: Design Extension	150				
				Chapter 7 Advertising Design	Billboards: Interdisciplinary Connection	201				
				Chapter 8 Information and Experience Design	Maps: Map Design Principles: Advanced	223				
				Chapter 9 Design in Motion	Looking Ahead: Design in Motion: Teaching Tip	272				
	VA:Cr3.1.1 (a) Apply relevant criteria from traditional and/or contemporary cultural contexts to examine, reflect on, and plan revisions for works of art and design in progress.	SE		Chapter 1 What Is Graphic Design	How to...Give and Receive Feedback	18				
				Chapter 2 The Art of Graphic Design	Design Brief: A Simple Story: Capturing a Classic with Minimalism	56				
				Chapter 3 Image Creation for Design	Design Brief: Songbook of Myself	100				
				Chapter 4 The Design Process	Design Components: Typography: Legibility: Think Like a Designer	129				
					Design Brief: Identifying My Mix: Create It	138				
				Chapter 5 Identity Design	Design Brief: Club Communication: Create It	164				
				Chapter 6 Publications Design	Design Brief: A Newsletter Design: Create It	190				
				Chapter 7 Advertising Design	Design Brief: Poster for a School Event	212				
				Chapter 8 Information and Experience Design	Design Brief: Mapping a Significant Place: Create It	238				
				Chapter 9 Design in Motion	Handmade Animation: Try It	258				
		TE			Handmade Animation: Using Still Photographs: Try It	259				
					Design Brief: PSA Metaphor in Motion: Create It	274				
				Chapter 10 Working as a Graphic Designer	Design Fundamentals: Hierarchy in a Portfolio	291				
					How to...Develop Your Résumé: Try It	292				
					Design Brief: A Design Team Project: Create It	316				
				Chapter 1 What Is Graphic Design	Design in a Nutshell: Teaching Tip	20				
				Chapter 4 The Design Process	The Basic Steps: Client Review: Interdisciplinary Connection	120				
					Design History: The Evolution of the Poster: Interdisciplinary Connection	124				
				Presenting	VA:Pr4.1.1 (a) Analyze and select, and curate artifacts and/or artworks for presentation and preservation.	SE		Chapter 1 What Is Graphic Design	Design Brief: Mood Board for My Graphic Life: Before You Begin	21
									Chapter Review: What Is Graphic Design?: For Your Portfolio	27
	Chapter 3 Image Creation for Design	Illustration: Try It	64							
		Images and Ethics: Copyright: Try It	97							
		Images and Ethics: Licensing: Try It	98							
		Chapter Review: Image Creation for Design: Writing About Art	105							
	Chapter 4 The Design Process	Design Brief: Identifying My Mix: Check It	138							
		Chapter Review: The Design Process: Evaluate/For Your Portfolio	143							
	Chapter 5 Identity Design	Ways to Show Identity: Career Tip	148							
		Chapter Review: Identity Design: For Your Portfolio	169							
	Chapter 6 Publications Design	Looking Back: Early Publications Design: Try It	173							
		Design History: Magazine Design: Vogue: Try It	182							
	Chapter Review: Publications Design: For Your Portfolio	195								
Chapter 7 Advertising Design	Chapter Review: Advertising Design: For Your Portfolio	217								
Chapter 8 Information and Experience Design	Exhibit Design: Green Design: Try It	234								
Chapter 9 Design in Motion	Chapter Review: Design in Motion: For Your Portfolio	279								
Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios	288								
	Design Brief: A Design Team Project: Present It	316								
	Chapter Review: Working as a Graphic Designer: For Your Portfolio	321								
TE		Chapter 1 What Is Graphic Design	Design in a Nutshell: Design Critique	20						
		Chapter 3 Image Creation for Design	Illustration: Observational Drawing: Drawing Forms: Inquiry	69						
			Illustration: Composition: A Sense of Space: Inquiry	74						
			Photography: Composition: Rule of Thirds: Design Aesthetics	89						
Chapter 4 The Design Process	Design History: The Evolution of the Poster: Interdisciplinary Connection	124								

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			Chapter 5 Identity Design	Graphics for Three-Dimensional Packaging: Album Covers: Inquiry	157
				Design Brief: Club Communication: Present It	164
			Chapter 7 Advertising Design	Design Notes: A Media Guru on Reaching a Market: Teaching Tip	209
				Design Brief: Poster for a School Event: Display	213
			Chapter 8 Information and Experience Design	Maps: Map Design Principles: Advanced	223
				Exhibit Design: Green Design: Design Extension	234
				Why Is Graphic Design Important?: Fig. 1-29 Caption	17
				Chapter Review: Information and Experience Design: Evaluate	243
				Chapter 10 Working as a Graphic Designer	Design History: The Design Profession: Think Like a Designer
		Chapter 8 Information and Experience Design	Exhibit Design: Teaching Tip	233	
		Chapter 9 Design in Motion	Chapter Opener: Tips for Using the Opening Image	244	
	VA:Pr5.1.I (a) Analyze and evaluate the reasons and ways an exhibition is presented.	SE	Chapter 1 What Is Graphic Design	Why Is Graphic Design Important?: Fig. 1-29 Caption	17
			Chapter 8 Information and Experience Design	Chapter Review: Information and Experience Design: Evaluate	243
			Chapter 10 Working as a Graphic Designer	Design History: The Design Profession: Think Like a Designer	284
		TE	Chapter 8 Information and Experience Design	Exhibit Design: Teaching Tip	233
			Chapter 9 Design in Motion	Chapter Opener: Tips for Using the Opening Image	244
	VA:Pr6.1.I (a) Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural, and/or political beliefs and understandings.	SE	Chapter 8 Information and Experience Design	Looking Ahead: Information and Experience Design: Fig. 8-26 Caption	236
			Chapter 10 Working as a Graphic Designer	Design History: The Design Profession: Think Like a Designer	284
		TE	Chapter 4 The Design Process	The Basic Steps: Research: Inquiry	110
			Chapter 6 Publications Design	Newspapers: Style and Consistency: Interdisciplinary Connection	178
			Chapter 8 Information and Experience Design	Charts, Diagrams, and Infographics: Teaching Tip	228
	VA:Re7.1.I (a) Hypothesize ways in which art influences perception and understanding of human experiences.	SE	Chapter 1 What Is Graphic Design	Why Is Graphic Design Important?: Think Like a Designer	17
			Chapter 2 The Art of Graphic Design	Elements of Art: Texture: Think Like a Designer	34
				Elements of Art: Color, Value, and Light: Color and Vision: Think Like a Designer	38
			Chapter 3 Image Creation for Design	Photography: Composition: Rule of Thirds: Fig. 3-40 Caption	89
				Chapter Review: Image Creation for Design: Writing About Art	105
			Chapter 4 The Design Process	Design History: The Evolution of the Poster: Fig. 4-25 Caption	124
				Design Components: Images: Illustrations: Fig. 4-35 Caption	132
				Design Brief: Identifying My Mix: Design Journal Connection	138
				Chapter Review: The Design Process: Analyze	143
			Chapter 5 Identity Design	Looking Ahead: Identity Design: Think Like a Designer	162
			Chapter 6 Publications Design	Books: Try It	174
			Chapter 7 Advertising Design	A Little Advertising History: Fig. 7-4 Caption	198
				Ads for Television and Online Media: Discuss It	208
				Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption	209
			Chapter 10 Working as a Graphic Designer	Chapter Opener: Fig. 10-1 Caption	280
		TE	Chapter 1 What Is Graphic Design	A Brief History: The Birth of Writing: Teaching Tip	5
			Chapter 2 The Art of Graphic Design	Elements of Art: Color, Value, and Light: What Color Means: Inquiry	39
				Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips	56
			Chapter 4 The Design Process	The Basic Steps: Research: Inquiry	110
			Chapter 5 Identity Design	How to...Simplify an Image: Design Extension	154
		Chapter 6 Publications Design	Chapter Opener: Tips for Using the Opening Image	170	
			Looking Back: Design Aesthetics	172	
			Newspapers: Style and Consistency: Interdisciplinary Connection	178	
		Chapter 7 Advertising Design	Chapter Opener: Tips for Using the Opening Image	196	
			Design Notes: A Media Guru on Reaching a Market: Teaching Tip	209	
		Chapter 8 Information and Experience Design	Maps: Map Design Principles: Inquiry	223	
VA:Re7.2.I (a) Analyze how one's understanding of the world is affected by experiencing visual imagery.	SE	Chapter 1 What Is Graphic Design	Why Is Graphic Design Important?: Think Like a Designer	17	
			Chapter Review: What Is Graphic Design?: Writing About Art	27	
		Chapter 2 The Art of Graphic Design	Principles of Design: Symbolic Communication: Think Like a Designer	54	
		Chapter 3 Image Creation for Design	Chapter Review: Image Creation for Design: Evaluate/Writing About Art	105	
		Chapter 4 The Design Process	Design Components: Images: Illustrations: Fig. 4-35 Caption	132	
			Design Brief: Identifying My Mix: Design Journal Connection	138	
			Chapter Review: The Design Process: Analyze	143	
		Chapter 5 Identity Design	Ways to Show Identity: Fig. 5-6 Caption	148	
			Design Notes: Web Design: Fig. 5-10 Caption	151	

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				Design History: Magazine Design: Vogue: Try It	182			
				Chapter 7 Advertising Design	Ads for Television and Online Media: Discuss It	208		
					Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption	209		
				Chapter 10 Working as a Graphic Designer	Chapter Opener: Fig. 10-1 Caption	280		
					Chapter Review: Working as a Graphic Designer: Writing About Art	321		
				TE	Chapter 1 What Is Graphic Design	Chapter Opener: Tips for Using the Opening Image	2	
						Design Is All Around You: Design History	4	
						Chapter 2 The Art of Graphic Design	Elements of Art: Color, Value, and Light: What Color Means: Inquiry	39
		Principles of Design: Contrast: Design Aesthetics	49					
		Chapter 4 The Design Process	The Basic Steps: Sketching: Design Aesthetics			115		
			Design Components: Typography: Legibility: Inquiry			129		
		Chapter 5 Identity Design	Uniforms and Insignia: Design Aesthetics			159		
		Chapter 6 Publications Design	Looking Back: Design Aesthetics			172		
			Looking Back: Early Publications Design: Interdisciplinary Connection			173		
		Chapter 7 Advertising Design	Newspapers: Style and Consistency: Interdisciplinary Connection			178		
			Chapter Opener: Tips for Using the Opening Image	196				
		Chapter 8 Information and Experience Design	Design Notes: A Media Guru on Reaching a Market: Teaching Tip	209				
			Chapter Opener: Tips for Using the Opening Image	218				
		Chapter 9 Design in Motion	Design History: The 1968 Olympics: Design Critique	227				
			Creating Motion Graphics: Why Use Motion: Teaching Tip (2)	264				
		Chapter 10 Working as a Graphic Designer	Design History: The Design Profession: Think Like a Designer	284				
		VA:Re8.1.I (a) Interpret an artwork or collection of works, supported by relevant and sufficient evidence found in the work and its various contexts.		SE	Chapter 1 What Is Graphic Design	A Brief History: Into the Modern Age: Television and Identity: Fig. 1-23 Caption	13	
						What Does a Graphic Designer Do?: Finding Solutions: Fig. 1-27 Caption	16	
						Why Is Graphic Design Important?: Think Like a Designer	17	
						Chapter Review: What Is Graphic Design?: Apply	27	
						Chapter 2 The Art of Graphic Design	Elements of Art: Space: Fig. 2-7 Caption	32
							Design History: Art Deco in America: Try It	33
							Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption	39
							Principles of Design: Movement and Rhythm: Visual Paths: Try It	44
							Principles of Design: Symbolic Communication: Think Like a Designer	54
Design Brief: A Simple Story: Capturing a Classic with Minimalism: Before You Begin	55							
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Chapter 3 Image Creation for Design	Chapter Opener: Fig. 3-1 Caption			62				
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	Illustration: Exploring Other Illustration Media: Fig. 3-11 Caption			72				
	Illustration: Composition: Composing by Thirds: Fig. 3-13 Caption			73				
	Illustration: Showing Perspective: Linear Perspective: Two-Point Perspective: Fig. 3-25 Caption			78				
	Photography: Format and Workflow: Image Workflow: Fig. 3-34 Caption			86				
	Photography: Composition: Subject and Setting: Fig. 3-36 Caption			87				
	Photography: Composition: Rule of Thirds: Fig. 3-40 Caption			89				
Chapter 4 The Design Process	Design Fundamentals: Color and Value: Fig. 3-44 Caption			91				
	Chapter Review: Image Creation for Design: Analyze/Evaluate/Writing About Art			105				
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	The Basic Steps: Define the Challenge: Fig. 4-2 Caption			108				
	The Basic Steps: Research: Fig. 4-5 Caption			110				
	How to...Visualize by Sketching: Design Direction: Try It			118				
	The Basic Steps: Design Direction: Fig. 4-15 Caption			118				
	Design History: The Evolution of the Poster: Fig. 4-23 Caption			123				
	Design Components: Typography: Type Families: Think Like a Designer			126				
	Design Components: Typography: Legibility: Try It			129				

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				Design Components: Images: Photographs: Fig. 4-36 Caption	133
				Design Components: Using Color: Fig. 4-37 Caption	134
				Chapter Review: The Design Process: Analyze/Evaluate	143
			Chapter 5 Identity Design	Chapter Opener: Fig. 5-1 Caption	144
				Ways to Show Identity: Fig. 5-6 Caption	148
				Symbols and Logos: Fig. 5-7 Caption	149
				Design History: Paul Rand: Fig. 5-9 Caption	150
				Design Notes: Web Design: Fig. 5-10 Caption	151
				Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer	157
				Flags and Banners: Fig. 5-21 Caption	158
				Uniforms and Insignia: Think Like a Designer	159
				Design Fundamentals: Unity and Variety: Fig. 5-24 Caption	160
				Chapter Review: Identity Design: Analyze/Writing About Art	169
			Chapter 6 Publications Design	Books: Book Design Components: Think Like a Designer	176
				Design Notes: Guide to the Front Page: Think Like a Designer	179
				Magazines: Try It	180
				Newsletters: Fig. 6-18 Caption	183
				Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption	184
				Annual Reports: Fig. 6-20 Caption	185
				Design Brief: A Newsletter Design: Design Journal Connection	190
				Chapter Review: Publications Design: Analyze	195
			Chapter 7 Advertising Design	A Little Advertising History: Fig. 7-4 Caption	198
				Posters: Fig. 7-6 Caption	200
				Billboards: Fig. 7-8 Caption	201
				Design History: Shaking Up Madison Avenue: Fig. 7-9 Caption	202
				Space Ads: Fig. 7-10 Caption	203
				Design Fundamentals: Proportion and Scale: Fig. 7-11 Caption	204
				Ads for Television and Online Media: Fig. 7-15 Caption	208
				Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption	209
			Chapter 8 Information and Experience Design	Chapter Opener: Fig. 8-1 Caption	218
				A Look Back: Fig. 8-4 Caption	221
				Maps: Map Design Principles: Try It	223
				Design Notes: Road Culture: Fig. 8-8 and Fig. 8-9 Caption	224
				Signage: Wayfinding: Fig. 8-12 Caption	226
				Charts, Diagrams, and Infographics: Fig. 8-15 Caption	228
				Design Fundamentals: Line: Discuss It	232
				Experience Design: Think Like a Designer	235
				Design Brief: Mapping a Significant Place: Create It	237
				Chapter Review: Information and Experience Design: Analyze	243
			Chapter 9 Design in Motion	Chapter Opener: Fig. 9-1 Caption	244
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				Motion Fundamentals: Observing Motion: Weight and Gravity: Fig. 9-9 Caption	249
				Design Fundamentals: Animation Principles: Fig. 9-12 Caption	251
				Computer-Based Animation: Space and Time (Again): Fig. 9-27 Caption	262
				Chapter Review: Design in Motion: Analyze/Evaluate/Writing About Art	279
			Chapter 10 Working as a Graphic Designer	Chapter Opener: Fig. 10-1 Caption	280
				Design History: The Design Profession: Think Like a Designer	284
				Chapter Review: Working as a Graphic Designer: Writing About Art	321

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Domain	Correlation	Student Edition/ Teacher Edition	Chapter	Lesson	Page (Print and Digital)		
		TE	Chapter 1 What Is Graphic Design	Chapter Opener: Tips for Using the Opening Image	2		
				A Brief History: Alphabets and Books: Design Aesthetics	6		
				A Brief History: Graphic Design Today: Inquiry	14		
			Chapter 2 The Art of Graphic Design	Chapter Opener: Tips for Using the Opening Image	28		
				Principles of Design: Design Critique	40		
				Principles of Design: Proportion: Design Aesthetics	48		
				Principles of Design: Contrast: Design Aesthetics	49		
				Chapter Opener: Tips for Using the Opening Image	62		
			Chapter 3 Image Creation for Design	Illustration: Showing Perspective: Casual Perspective: Design Critique	75		
				Chapter Opener: Tips for Using the Opening Image	106		
			Chapter 4 The Design Process	The Basic Steps: Design Direction: More Is Better-Usually: Design Extension	119		
				Design History: The Evolution of the Poster: Design Aesthetics	124		
				How to...Design with Type: Design Aesthetics	127		
				Design Fundamentals: Space and Balance: Design Aesthetics	131		
				Chapter Opener: Tips for Using the Opening Image	144		
			Chapter 5 Identity Design	Flags and Banners: Design Aesthetics (2)	158		
				Uniforms and Insignia: Design Aesthetics	159		
				Looking Ahead: Identity Design: Design Aesthetics	162		
				Chapter Opener: Tips for Using the Opening Image	172		
			Chapter 6 Publications Design	Looking Back: Design Aesthetics	172		
				Newspapers: Style and Consistency: Try It	178		
				Design History: Magazine Design: Vogue: Teaching Tip	182		
			Chapter 7 Advertising Design	Chapter Opener: Tips for Using the Opening Image	196		
				A Little Advertising History: Design Aesthetics	198		
			Chapter 8 Information and Experience Design	Design Fundamentals: Proportion and Scale: Advanced	204		
				Chapter Opener: Tips for Using the Opening Image	218		
				A Look Back: Design Aesthetics	220		
				Maps: Map Design Principles: Inquiry	223		
				Design History: The 1968 Olympics: Design Critique	227		
			Chapter 9 Design in Motion	Charts, Diagrams, and Infographics: Interdisciplinary Connection	228		
				Chapter Opener: Tips for Using the Opening Image	244		
				Creating Motion Graphics: Why Use Motion: Teaching Tip (2)	264		
				Creating Motion Graphics: Telling a Good Story: Design Extension	266		
				Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271		
			VA:Re9.1.1 (a) Use established criteria in order to evaluate a work of art or collection of works.	SE	Chapter 1 What Is Graphic Design	How to...Give and Receive Feedback	18
						Design Brief: Mood Board for My Graphic Life: Create It	22
						Chapter Review: What Is Graphic Design?: Analyze	27
					Chapter 2 The Art of Graphic Design	Elements of Art: Color, Value, and Light: Properties of Color: Fig. 2-16 Caption	37
						Principles of Design: Unity and Variety: Fig. 2-27 Caption	46
						How to...Critique a Graphic Design: Try It	51
					Chapter 3 Image Creation for Design	Illustration: Observational Drawing: Drawing Shapes: Fig. 3-7 Caption	68
						Illustration: The Human Figure: Hands and Feet: Fig. 3-30 Caption	81
						Photography: Composition: Subject and Setting: Fig. 3-35 Caption	87
						Design Fundamentals: Color and Value: Fig. 3-45 Caption	91
						Chapter Review: Image Creation for Design: Evaluate	105
					Chapter 4 The Design Process	Chapter Opener: Fig. 4-1 Caption	106
						How to...Visualize by Sketching: Design Direction: Try It	118
Design History: The Evolution of the Poster: Discuss It	124						
Design Components: Typography: Legibility: Try It	129						
How to...Use Dummy Type: Fig. 4-32 Caption	130						
Design Fundamentals: Space and Balance: Fig. 4-33 Caption	131						
Chapter Review: The Design Process: Analyze/Evaluate	143						
Chapter 5 Identity Design	Chapter Review: Identity Design: Evaluate/Writing About Art	169					

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Domain	Correlation	Student Edition/ Teacher Edition	Chapter	Lesson	Page (Print and Digital)	
			Chapter 6 Publications Design	Newspapers: Style and Consistency: Try It	178	
				Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption	184	
				Annual Reports: Fig. 6-20 Caption	185	
				Design Brief: A Newsletter Design: Design Journal Connection	190	
				Chapter Review: Publications Design: Evaluate	195	
			Chapter 7 Advertising Design	Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption	209	
				Chapter Review: Advertising Design: Analyze	217	
				Chapter Review: Advertising Design: Writing About Art	217	
			Chapter 8 Information and Experience Design	Maps: Fig. 8-6 Caption	222	
				Design Fundamentals: Line: Discuss It	232	
		Experience Design: Think Like a Designer		235		
		Chapter Review: Information and Experience Design: Analyze		243		
		Chapter 9 Design in Motion	Chapter Review: Design in Motion: Analyze/Evaluate	279		
		Chapter 10 Working as a Graphic Designer	Design Fundamentals: Hierarchy in a Portfolio	291		
			Chapter Review: Working as a Graphic Designer: Writing About Art	321		
		TE		Chapter 1 What Is Graphic Design	A Brief History: Alphabets and Books: Design Aesthetics	6
					A Brief History: Early Printing: Design Aesthetics	7
					Why Is Graphic Design Important?: Teaching Tip	17
					Design in a Nutshell: Design Critique	20
				Chapter 2 The Art of Graphic Design	Elements of Art: Texture: Design Critique	34
					Principles of Design: Proportion: Design Aesthetics	48
				Chapter 3 Image Creation for Design	Illustration: Showing Perspective: Casual Perspective: Design Critique	75
					Photography: Composition: Rule of Thirds: Design Aesthetics	89
				Chapter 4 The Design Process	Chapter Opener: Tips for Using the Opening Image	106
					The Basic Steps: Design Direction: More Is Better-Usually: Design Extension	119
					How to...Design with Type: Design Aesthetics	127
				Chapter 5 Identity Design	Identity Past and Present: Design Aesthetics	147
				Chapter 6 Publications Design	Chapter Opener: Tips for Using the Opening Image	170
				Chapter 7 Advertising Design	A Little Advertising History: Design Aesthetics	198
					Ads for Television and Online Media: Teaching Tip	208
					Design Notes: A Media Guru on Reaching a Market: Teaching Tip	209
					Looking Ahead: Advertising: Discuss It	210
Chapter 8 Information and Experience Design	A Look Back: Design Aesthetics			220		
	Design Notes: Road Culture: Teaching Tip			224		
	Signage: Teaching Tip			225		
	Design History: The 1968 Olympics: Design Critique	227				
Chapter 9 Design in Motion	Chapter Opener: Tips for Using the Opening Image	244				
	Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271				
Connecting	VA:Cn10.1.I (a) Document the process of developing ideas from early stages to fully elaborated ideas.	SE	Chapter 1 What Is Graphic Design	Chapter Review: What Is Graphic Design?: For Your Portfolio	27	
			Chapter 3 Image Creation for Design	Illustration: Observational Drawing: Drawing Texture: Try It	71	
				Design Brief: Songbook of Myself: Design Journal Connection	100	
				Chapter Review: Image Creation for Design: For Your Portfolio	105	
			Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Think Like a Designer	111	
				Chapter Review: The Design Process: For Your Portfolio	143	
			Chapter 5 Identity Design	Chapter Review: Identity Design: For Your Portfolio	169	
			Chapter 7 Advertising Design	Design Brief: Poster for a School Event: Design Journal Connection	212	
			Chapter 8 Information and Experience Design	Chapter Review: Information and Experience Design: Apply	243	
			Chapter 9 Design in Motion	Chapter Review: Design in Motion: For Your Portfolio	279	
		Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio	290		
		TE	Chapter 3 Image Creation for Design	Illustration: Warming Up: Design Extension	66	
			Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Teaching Tip (2)	111	
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Teaching Tip (1)	290	

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Domain	Correlation	Student Edition/ Teacher Edition	Chapter	Lesson	Page (Print and Digital)	
	VA:Cn11.1.I (a) Describe how knowledge of culture, traditions, and history may influence personal responses to art.	SE	Chapter 1 What Is Graphic Design	Design History: Gutenberg and His Bible	8	
			Chapter 2 The Art of Graphic Design	Principles of Design: Illusion and Reality: Abstraction: Try It	53	
				Chapter Review: The Art of Graphic Design: Writing About Art	61	
			Chapter 3 Image Creation for Design	Photography: Composition: Rule of Thirds: Fig. 3-40 Caption	89	
				Chapter Review: Image Creation for Design: Writing About Art	105	
			Chapter 4 The Design Process	Chapter Review: The Design Process: Analyze	143	
			Chapter 5 Identity Design	Ways to Show Identity: Think Like a Designer	148	
			Chapter 6 Publications Design	Newspapers: Style and Consistency: Try It	178	
			Chapter 9 Design in Motion	Design History: Lotte Reiniger's Silhouette Animations	260	
			Chapter 10 Working as a Graphic Designer	Keeping Up with the Graphic Design Industry: Try It	308	
			Chapter Review: Working as a Graphic Designer: Analyze	321		
			TE	Chapter 2 The Art of Graphic Design	Design History: Art Deco in America: Design Extension	33
				Principles of Design: Proportion: Advanced	48	
		Chapter 3 Image Creation for Design		Design History: The Golden Age of Comics: Teaching Tip	65	
		Chapter 4 The Design Process		The Basic Steps: Research: Inquiry	110	
				The Basic Steps: Sketching: Design Aesthetics	115	
		Chapter 5 Identity Design		Design Components: Typography: Legibility: Inquiry	129	
				Identity Past and Present: Inquiry	146	
				Graphics for Three-Dimensional Packaging: Album Covers: Inquiry	157	
		Chapter 6 Publications Design		Looking Back: Early Publications Design: Interdisciplinary Connection	173	
		Chapter 7 Advertising Design		Chapter Opener: Tips for Using the Opening Image	196	
		Chapter 8 Information and Experience Design		A Look Back: Design Aesthetics	220	
				Maps: Map Design Principles: Inquiry	223	
				Design Notes: Road Culture: Interdisciplinary Connection	224	
		Chapter 10 Working as a Graphic Designer		Design History: The Design Profession: Think Like a Designer	284	
				Keeping Up with the Graphic Design Industry: Design Extension	308	

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Domain	Correlation	Student Edition/ Teacher Edition	Chapter	Lesson	Page (Print and Digital)	
Creating	VA:Cr1.1.II (a) Individually or collaboratively formulate new creative problems based on the student's existing artwork.	SE	Chapter 3 Image Creation for Design	Photography: Lenses: Try It	90	
					Design Brief: Songbook of Myself: Design Journal Connection	100
			Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Think Like a Designer	111	
				Design Brief: Identifying My Mix: Create It	137	
			Chapter 7 Advertising Design	Ads for Television and Online Media: Try It	208	
			Chapter 9 Design in Motion	Computer-Based Animation: Space and Time (Again): Try It	262	
			Chapter 10 Working as a Graphic Designer	Deign Fundamentals: Hierarchy in a Portfolio	291	
		TE	Chapter 4 The Design Process	The Basic Steps: Research: Design Extension	110	
			Chapter 5 Identity Design	Design History: Paul Rand: Design Extension	150	
			Chapter 7 Advertising Design	Posters: Design Extension	200	
	Chapter 9 Design in Motion		How to...Plan Timing and Spacing: Design Extension	257		
			Chapter 2 The Art of Graphic Design	Elements of Art: Texture: Fig. 2-9 Caption	34	
	VA:Cr1.2.II (a) Choose from a range of materials and methods of traditional and contemporary artistic practices to plan and produce works of art and design.	SE	Chapter 3 Image Creation for Design	Illustration: Warming Up: Try It	66	
				Illustration: Observational Drawing: Drawing Shapes: Try It	68	
				Illustration: Exploring Other Illustraiton Media: Try It	72	
				Illustration: The Human Figure: Understanding Proportions: Try It	80	
				Photography: Lenses: Try It	90	
				Design Brief: Songbook of Myself: Create It	100	
			Chapter 4 The Design Process	Design Components: Images: Photographs: Scans: Try It	133	
				Design Brief: Identifying My Mix: Before You Begin	137	
			Chapter 5 Identity Design	Ways to Show Identity: Think Like a Designer	148	
				Symbols and Logos: Try It	149	
				Design Notes: Web Design: Try It	152	
				Stationery: Try It	153	
				Graphics for Three-Dimensional Packaging: Templates: Try It	156	
				Money: Try It	161	
				Looking Ahead: Identity Design: Think Like a Designer	162	
				Design Brief: Club Communication	163	
			Chapter 6 Publications Design	Books: Try It	174	
				Design Brief: A Newsletter Design: Create It	189	
				Chapter Review: Publications Design: Apply	195	
			Chapter 7 Advertising Design	Posters: Try It	200	
				Space Ads: Try It	203	
			How to...Design an Effective Banner Ad: Try It	206		
			Direct Mail: Try It	207		
			Ads for Television and Online Media: Try It	208		
			Design Brief: Poster for a School Event: Create It	212		
			Chapter Review: Advertising Design: Apply	217		
Chapter 8 Information and Experience Design			Signage: Wayfinding: Try It	226		
			How to...Create Effective Infographics	230		
			Exhibit Design: Green Design: Try It	234		
			Design Brief: Mapping a Significant Place: Create It	237		
Chapter 9 Design in Motion			Design Fundamentals: Animation Principles: Try It	251		
			How to...Plan Timing and Spacing: Try It	257		
			Handmade Animation: Try It	258		
	Handmade Animation: Using Still Photographs: Try It	259				
	Computer-Based Animation: Space and Time (Again): Try It	262				
	Creating Motion Graphics: Generating Ideas: Try It	265				
	Creating Motion Graphics: Telling a Good Story: Try It	266				
	How to...Create a Storyboard	267				
	Design Notes: Game Design: Try It	268				
	Design Brief: PSA Metaphor in Motion	273				
Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It	290				
	How to...Develop Your Résumé: Try It	292				
	Finding a Job: Interviewing: Try It	297				

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				Design Brief: A Design Team Project: Create It	315
				Chapter Review: Working as a Graphic Designer: Apply	321
		TE	Chapter 1 What Is Graphic Design	Design in a Nutshell: Teaching Tip	20
			Chapter 3 Image Creation for Design	Illustration: Interdisciplinary Connection	64
				Design History: The Golden Age of Comics: Teaching Tip	65
				Illustration: Warming Up: Design Extension	66
			Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Design Extension	111
				The Basic Steps: Brainstorming: Interdisciplinary Connection	113
				Design History: The Evolution of the Poster: Interdisciplinary Connection	124
			Chapter 5 Identity Design	Money: Design Aesthetics	161
			Chapter 6 Publications Design	Magazines: Design Extension	180
			Chapter 8 Information and Experience Design	Maps: Map Design Principles: Inquiry	223
				Signage: Wayfinding: Design Extension	226
				Exhibit Design: Green Design: Design Extension	234
			Chapter 9 Design in Motion	Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection	264
				Creating Motion Graphics: Telling a Good Story: Interdisciplinary Connection	266
				Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection	270
				Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271
				Looking Ahead: Design in Motion: Teaching Tip	272
			Chapter 10 Working as a Graphic Designer	Working Ethically: Using Images: Design Extension	312
		SE	Chapter 1 What Is Graphic Design	Design Brief: Mood Board for My Graphic Life: Create It	22
			Chapter 2 The Art of Graphic Design	Elements of Art: Space: Try It	32
				Elements of Art: Color, Value, and Light: What Color Means: Try It	39
				Principles of Design: Unity and Variety: Try It	46
				Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It	55
			Chapter 3 Image Creation for Design	Illustration: Observational Drawing: Drawing Forms: Try It	69
				Illustration: Exploring Other Illustration Media: Try It	72
				Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Try It	77
				Illustration: The Human Figure: Understanding Proportions: Try It	80
				Photography: Using a Digital Camera: Try It	84
				Photography: Composition: Viewpoint and Timing: Think Like a Designer	88
				Photography: Lenses: Try It	90
				Design Brief: Songbook of Myself: Create It	100
				Chapter Review: Image Creation for Design: Apply/For Your Portfolio	105
			Chapter 4 The Design Process	Design Components: Typography: Type Families: Think Like a Designer	126
				How to...Design with Type	127
				Design Components: Typography: Legibility: Think Like a Designer	129
				Design Components: Images: Photographs: Scans: Try It	133
				Design Brief: Identifying My Mix: Create It	138
			Chapter 5 Identity Design	Symbols and Logos: Try It	149
				Design Notes: Web Design: Try It	152
				Graphics for Three-Dimensional Packaging: Templates: Try It	156
			Chapter 6 Publications Design	Books: Try It	174
				How to Set Up and Use Style Sheets	187
				Design Brief: A Newsletter Design: Create It	189
				Chapter Review: Publications Design: Apply	195
			Chapter 7 Advertising Design	Posters: Try It	200
				Space Ads: Try It	203
				How to...Design an Effective Banner Ad: Try It	206
				Ads for Television and Online Media: Try It	208
				Design Brief: Poster for a School Event: Create It	212
				Chapter Review: Advertising Design: Apply	217
			Chapter 8 Information and Experience Design	Signage: Wayfinding: Try It	226
				Exhibit Design: Green Design: Try It	234
				Design Brief: Mapping a Significant Place: Create It	237

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Domain	Correlation	Student Edition/ Teacher Edition	Chapter	Lesson	Page (Print and Digital)	
			Chapter 9 Design in Motion	Chapter Review: Information and Experience Design: Apply	243	
				A Brief History of Motion: Think Like a Designer	247	
				Motion Fundamentals: Observing Motion: Change: Try It	249	
				Design Fundamentals: Animation Principles: Try It	251	
				How to...Animate a Human Action	253	
				How to...Plan Timing and Spacing	256	
				Handmade Animation: Try It	258	
				Handmade Animation: Using Still Photographs: Try It	259	
				Computer-Based Animation: Space and Time (Again): Try It	262	
				Creating Motion Graphics: Generating Ideas: Try It	265	
				Creating Motion Graphics: Telling a Good Story: Try It	266	
				How to...Create a Storyboard	267	
				Design Notes: Game Design: Try It	268	
			Design Brief: PSA Metaphor in Motion: Create It	274		
			Chapter 10 Working as a Graphic Designer	What to Expect as a Graphic Designer: Portrait of a Graphic Designer: Try It	283	
				Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It	290	
				Design Fundamentals: Hierarchy in a Portfolio	291	
				How to...Develop Your Résumé: Try It	292	
				Finding a Job: Interviewing: Try It	297	
				Design Brief: A Design Team Project: Create It	316	
			TE		Chapter 1 What Is Graphic Design	Chapter Review: Working as a Graphic Designer: Apply
		Design in a Nutshell: Teaching Tip				20
		Chapter 2 The Art of Graphic Design			Principles of Design: Movement and Rhythm: Design Extension	43
					Chapter 3 Image Creation for Design	Illustration: Interdisciplinary Connection
		Design History: The Golden Age of Comics: Teaching Tip			65	
		Illustration: Observational Drawing: Seeing Shapes: Design Extension			67	
		Illustration: Composition: Composing by Thirds: Design Aesthetics			73	
		Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Design Extension			77	
		Illustration: The Human Figure: Understand Anatomy: Teaching Tip (1)			80	
		Chapter 4 The Design Process			The Basic Steps: Research: Teaching Tip	110
					The Basic Steps: Brainstorming: Interdisciplinary Connection	113
					The Basic Steps: Sketching: Design Aesthetics	115
					Design History: The Evolution of the Poster: Interdisciplinary Connection	124
		Chapter 5 Identity Design			Design History: Paul Rand: Design Extension	150
					How to...Simplify an Image: Design Extension	154
		Chapter 6 Publications Design			Books: Book Design Components: Digital Book Design: Teaching Tip	176
					Magazines: Design Extension	180
					Magazines: Interdisciplinary Connection	180
		Chapter 7 Advertising Design			Ads for Television and Online Media: Interdisciplinary Connection	208
		Chapter 8 Information and Experience Design			Maps: Map Design Principles: Inquiry	223
					Signage: Wayfinding: Design Extension	226
			Charts, Diagrams, and Infographics: Interdisciplinary Connection	228		
Exhibit Design: Green Design: Design Extension	234					
Chapter 9 Design in Motion	How to...Animate a Human Action: Teaching Tip		253			
	Motion Fundamentals: Timing and Spacing: Teaching Tip	255				
	Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection	264				
	Creating Motion Graphics: Telling a Good Story: Interdisciplinary Connection	266				
	Creating Motion Graphics: Other Considerations: Kinetic Typography	269				
	Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271				
	Looking Ahead: Design in Motion: Teaching Tip	272				
Chapter 10 Working as a Graphic Designer	Working Ethically: Using Images: Design Extension	312				
VA:Cr2.2.II (a) Demonstrate awareness of ethical implications of making and distributing creative work.	SE	Chapter 3 Image Creation for Design	Images and Ethics: Copyright: Try It	97		
			Images and Ethics: Licensing: Try It	98		
		Chapter 6 Publications Design	Design Brief: A Newsletter Design: Create It	190		
		Chapter 7 Advertising Design	Looking Ahead: Advertising: Discuss It	210		

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Domain	Correlation	Student Edition/ Teacher Edition	Chapter	Lesson	Page (Print and Digital)
				Chapter Review: Advertising Design: Writing About Art	217
			Chapter 10 Working as a Graphic Designer	Working Ethically: Copyright	310
		TE	Chapter 1 What Is Graphic Design	Why Is Graphic Design Important?: Inquiry	17
			Chapter 2 The Art of Graphic Design	Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips	56
			Chapter 3 Image Creation for Design	Design Brief: Songbook of Myself: Teaching Tips	100
			Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Teaching Tip (1)	111
				Design Components: Images: Photographs: Teaching Tip	133
				Design Brief: Identifying My Mix: Create It	138
			Chapter 7 Advertising Design	Chapter Opener: Tips for Using the Opening Image	196
				Billboards: Inquiry	201
				Design Brief: Poster for a School Event: Teaching Tips	212
			Chapter 8 Information and Experience Design	Looking Ahead: Information and Experience Design: Inquiry	236
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Teaching Tip (2)	290
				Working Ethically: Using Images: Design Extension	312
				Design Brief: A Design Team Project: Before You Begin	315
	VA:Cr2.3.II (a) Redesign an object, system, place, or design in response to contemporary issues.	SE	Chapter 3 Image Creation for Design	Illustration: Exploring Other Illustration Media: Try It	72
			Chapter 5 Identity Design	Ways to Show Identity: Think Like a Designer	148
				Design Notes: Web Design: Try It	152
				Stationery: Try It	153
				Money: Try It	161
				Looking Ahead: Identity Design: Think Like a Designer	162
				Design Brief: Club Communication	163
				Chapter Review: Identity Design: Apply	169
			Chapter 6 Publications Design	Books: Try It	174
				Design Notes: Guide to the Front Page: Think Like a Designer	179
			Chapter 7 Advertising Design	Billboards: Think Like a Designer	201
			Chapter 8 Information and Experience Design	Experience Design: Think Like a Designer	235
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It	290
		TE	Chapter 1 What Is Graphic Design	Design Is All Around You: Design History	4
				Why Is Graphic Design Important?: Think Like a Designer	17
			Chapter 4 The Design Process	The Basic Steps: Design Direction: More Is Better-Usually: Design Extension	119
			Chapter 5 Identity Design	Symbols and Logos: Teaching Tip-Try It	149
				Flags and Banners: Design Aesthetics (2)	158
				Money: Design Aesthetics	161
			Chapter 6 Publications Design	Design Notes: Anatomy of a Magazine Article: Think Like a Designer	181
			Chapter 7 Advertising Design	Posters: Teaching Tip	200
				Billboards: Inquiry	201
			Chapter 8 Information and Experience Design	Maps: Map Design Principles: Advanced	223
				Signage: Teaching Tip	225
	VA:Cr3.1.II (a) Engage in constructive critique with peers, then reflect on, re-engage, revise, and refine works of art and design in response to personal artistic vision.	SE	Chapter 1 What Is Graphic Design	How to...Give and Receive Feedback	18
			Chapter 2 The Art of Graphic Design	Design Brief: A Simple Story: Capturing a Classic with Minimalism	56
			Chapter 3 Image Creation for Design	Design Brief: Songbook of Myself	100
			Chapter 4 The Design Process	Design Brief: Identifying My Mix: Create It	138
			Chapter 5 Identity Design	Design Brief: Club Communication: Create It	164
			Chapter 6 Publications Design	Design Brief: A Newsletter Design: Create It	190
			Chapter 7 Advertising Design	Design Brief: Poster for a School Event	212
			Chapter 8 Information and Experience Design	Design Brief: Mapping a Significant Place: Create It	238
			Chapter 9 Design in Motion	Design Brief: PSA Metaphor in Motion: Create It	274
			Chapter 10 Working as a Graphic Designer	How to...Develop Your Résumé: Try It	292
				Design Brief: A Design Team Project: Create It	316
		TE	Chapter 1 What Is Graphic Design	Design in a Nutshell: Teaching Tip	20
			Chapter 4 The Design Process	The Basic Steps: Client Review: Interdisciplinary Connection	120
				Design History: The Evolution of the Poster: Interdisciplinary Connection	124

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Presenting	VA:Pr4.1.II (a) Analyze, select, and critique personal artwork for a collection or portfolio presentation.	SE	Chapter 1 What Is Graphic Design	Chapter Review: What Is Graphic Design?: For Your Portfolio	27
			Chapter 2 The Art of Graphic Design	Chapter Review: The Art of Graphic Design: For Your Portfolio	61
			Chapter 4 The Design Process	Design Brief: Identifying My Mix: Check It	138
				Chapter Review: The Design Process: For Your Portfolio	143
			Chapter 5 Identity Design	Ways to Show Identity: Career Tip	148
				Chapter Review: Identity Design: For Your Portfolio	169
			Chapter 6 Publications Design	Chapter Review: Publications Design: For Your Portfolio	195
			Chapter 7 Advertising Design	Chapter Review: Advertising Design: For Your Portfolio	217
			Chapter 8 Information and Experience Design	Chapter Review: Information and Experience Design: For Your Portfolio	243
			Chapter 9 Design in Motion	Chapter Review: Design in Motion: For Your Portfolio	279
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios	288
				Design Brief: A Design Team Project: Present It	316
				Chapter Review: Working as a Graphic Designer: For Your Portfolio	321
				Design in a Nutshell: Design Critique	20
				Design Brief: A Simple Story: Capturing a Classic with Minimalism: Display	57
				Design History: The Evolution of the Poster: Interdisciplinary Connection	124
		Design Brief: Club Communication: Present It	164		
		Design Brief: Poster for a School Event: Display	213		
		Finding a Job: Interviewing: Try It	297		
		Design History: Art Deco in America: Try It	33		
		Managing Images: Using Raster and Vector Images	93		
		Managing Images: Color Processes	94		
		Images and Ethics: Licensing: Try It	98		
		The Path to a Final Product: Many Design Outcomes: Note It	136		
		Design Brief: Identifying My Mix: Create It	138		
		Ways to Show Identity: Career Tip	148		
		Stationery: Try It	153		
		Design History: Magazine Design: Vogue: Try It	182		
		Space Ads: Try It	203		
		Exhibit Design: Green Design: Try It	234		
		Design Fundamentals: Hierarchy in a Portfolio	291		
		Design Brief: A Design Team Project: Present It	316		
	Illustration: Composition: A Sense of Space: Inquiry	74			
	How to...Use Metadata to Organize Photos: Inquiry	96			
	Design Brief: Songbook of Myself: Display	100			
	The Basic Steps: Client Review: Interdisciplinary Connection	120			
	Design Brief: Identifying My Mix: Display	138			
	Graphics for Three-Dimensional Packaging: Album Covers: Inquiry	157			
	Design Brief: Club Communication: Present It	164			
	Billboards: Inquiry	201			
	Direct Mail: Try It	207			
	Design Brief: Poster for a School Event: Display	213			
	Maps: Map Design Principles: Advanced	223			
	Exhibit Design: Green Design: Design Extension	234			
	Design Brief: Mapping a Significant Place: Display	238			
	Design Brief: PSA Metaphor in Motion: Display	275			
	Design History: Gutenberg and His Bible	8			
	Design History: Art Deco in America: Try It	33			
	Principles of Design: Expression: Fig. 2-33 Caption	50			
	Photography: Composition: Rule of Thirds: Fig. 3-40 Caption	89			
	Chapter Review: Image Creation for Design: Evaluate/Writing About Art	105			
	Design Components: Typography: Type Families: Think Like a Designer	126			
	Design Components: Images: Illustrations: Fig. 4-35 Caption	132			
	Chapter Review: The Design Process: Evaluate	143			
	Looking Back: Early Publications Design: Try It	173			
	VA:Pr5.1.II (a) Evaluate, select, and apply methods or processes appropriate to display artwork in a specific place.	SE	Chapter 2 The Art of Graphic Design	Design History: Art Deco in America: Try It	33
Chapter 3 Image Creation for Design			Managing Images: Using Raster and Vector Images	93	
			Managing Images: Color Processes	94	
			Images and Ethics: Licensing: Try It	98	
Chapter 4 The Design Process			The Path to a Final Product: Many Design Outcomes: Note It	136	
			Design Brief: Identifying My Mix: Create It	138	
Chapter 5 Identity Design			Ways to Show Identity: Career Tip	148	
			Stationery: Try It	153	
Chapter 6 Publications Design			Design History: Magazine Design: Vogue: Try It	182	
Chapter 7 Advertising Design			Space Ads: Try It	203	
Chapter 8 Information and Experience Design			Exhibit Design: Green Design: Try It	234	
Chapter 10 Working as a Graphic Designer			Design Fundamentals: Hierarchy in a Portfolio	291	
			Design Brief: A Design Team Project: Present It	316	
			Illustration: Composition: A Sense of Space: Inquiry	74	
			How to...Use Metadata to Organize Photos: Inquiry	96	
			Design Brief: Songbook of Myself: Display	100	
	The Basic Steps: Client Review: Interdisciplinary Connection	120			
	Design Brief: Identifying My Mix: Display	138			
	Graphics for Three-Dimensional Packaging: Album Covers: Inquiry	157			
	Design Brief: Club Communication: Present It	164			
	Billboards: Inquiry	201			
	Direct Mail: Try It	207			
	Design Brief: Poster for a School Event: Display	213			
	Maps: Map Design Principles: Advanced	223			
	Exhibit Design: Green Design: Design Extension	234			
	Design Brief: Mapping a Significant Place: Display	238			
	Design Brief: PSA Metaphor in Motion: Display	275			
	Design History: Gutenberg and His Bible	8			
	Design History: Art Deco in America: Try It	33			
	Principles of Design: Expression: Fig. 2-33 Caption	50			
	Photography: Composition: Rule of Thirds: Fig. 3-40 Caption	89			
	Chapter Review: Image Creation for Design: Evaluate/Writing About Art	105			
	Design Components: Typography: Type Families: Think Like a Designer	126			
	Design Components: Images: Illustrations: Fig. 4-35 Caption	132			
	Chapter Review: The Design Process: Evaluate	143			
	Looking Back: Early Publications Design: Try It	173			

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			Chapter 7 Advertising Design	Newspapers: Style and Consistency: Try It	178		
				A Little Advertising History: Fig. 7-2 Caption	198		
				Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption	209		
			Chapter 10 Working as a Graphic Designer	Design History: The Design Profession: Think Like a Designer	284		
				Keeping Up with the Graphic Design Industry: Try It	308		
				Chapter Review: Working as a Graphic Designer: Analyze	321		
			TE	Chapter 4 The Design Process	The Basic Steps: Research: Inquiry	110	
					The Basic Steps: Sketching: Design Aesthetics	115	
					Design Components: Typography: Legibility: Inquiry	129	
				Chapter 5 Identity Design	Identity Past and Present: Inquiry	146	
					Graphics for Three-Dimensional Packaging: Album Covers: Inquiry	157	
				Chapter 6 Publications Design	Looking Back: Design Aesthetics	172	
		Chapter 7 Advertising Design		Ads for Television and Online Media: Interdisciplinary Connection	208		
		Chapter 8 Information and Experience Design		A Look Back: Interdisciplinary Connection	220		
				Maps: Map Design Principles: Inquiry	223		
		Chapter 10 Working as a Graphic Designer		Design History: The 1968 Olympics: Design Critique	227		
				Keeping Up with the Graphic Design Industry: Design Extension	308		
		Responding		VA:Re7.1.II (a) Recognize and describe personal aesthetic and empathetic responses to the natural world and constructed environments.	SE	Chapter 1 What Is Graphic Design	Why Is Graphic Design Important?: Think Like a Designer
			Design Brief: Mood Board for My Graphic Life: Create It				22
			Chapter 2 The Art of Graphic Design			Elements of Art: Texture: Think Like a Designer	34
						Chapter Review: The Art of Graphic Design: Writing About Art	61
			Chapter 3 Image Creation for Design			Photography: Composition: Rule of Thirds: Fig. 3-40 Caption	89
						Chapter Review: Image Creation for Design: Evaluate	105
			Chapter 4 The Design Process			Chapter Opener: Fig. 4-1 Caption	106
						Design History: The Evolution of the Poster: Discuss It	124
			Chapter 5 Identity Design			Symbols and Logos: Fig. 5-7 Caption	149
						Looking Ahead: Identity Design: Think Like a Designer	162
			Chapter 7 Advertising Design			Chapter Opener: Fig. 7-1 Caption	196
						Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption	209
					Looking Ahead: Advertising: Discuss It	210	
			Chapter 8 Information and Experience Design		Chapter Review: Advertising Design: Analyze	217	
					Design Fundamentals: Line: Discuss It	232	
					Experience Design: Think Like a Designer	235	
Chapter 10 Working as a Graphic Designer	Chapter Review: Working as a Graphic Designer: Writing About Art		321				
TE	Chapter 4 The Design Process		Chapter Opener: Tips for Using the Opening Image		106		
			Chapter Opener: Tips for Using the Opening Image		144		
	Chapter 5 Identity Design		How to...Simplify an Image: Design Extension		154		
			Chapter Opener: Tips for Using the Opening Image		170		
	Chapter 6 Publications Design		Design History: Magazine Design: Vogue: Teaching Tip		182		
			Chapter Opener: Tips for Using the Opening Image		196		
	Chapter 7 Advertising Design		Billboards: Teaching Tip		201		
			Design Notes: A Media Guru on Reaching a Market: Teaching Tip		209		
			Chapter Opener: Tips for Using the Opening Image		218		
	Chapter 8 Information and Experience Design		Design Notes: Road Culture: Teaching Tip		224		
			Chapter Opener: Tips for Using the Opening Image		244		
	Chapter 9 Design in Motion	Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271				
Presenting Yourself and Your Work: Portfolios: Online Portfolios: Design Extension		288					
SE	VA:Re7.2.II (a) Evaluate the effectiveness of an image or images to influence ideas, feelings, and behaviors of specific audiences.	Chapter 1 What Is Graphic Design	Why Is Graphic Design Important?: Fig. 1-29 Caption	17			
			Chapter Review: What Is Graphic Design?: Evaluate	27			
		Chapter 2 The Art of Graphic Design	Elements of Art: Color, Value, and Light: Color and Vision: Think Like a Designer	38			
			Principles of Design: Symbolic Communication: Think Like a Designer	54			
		Chapter 3 Image Creation for Design	Chapter Review: The Art of Graphic Design: Evaluate	61			
			Illustration: Fig. 3-2 Caption	64			
			Photography: Composition: Rule of Thirds: Fig. 3-40 Caption	89			
			Chapter Review: Image Creation for Design: Evaluate/Writing About Art	105			

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			Chapter 4 The Design Process	Chapter Opener: Fig. 4-1 Caption	106			
				The Basic Steps: Research: Fig. 4-5 Caption	110			
				Design History: The Evolution of the Poster: Discuss It	124			
				Design Components: Typography: Legibility: Try It	129			
				How to...Use Dummy Type: Fig. 4-32 Caption	130			
				Design Brief: Identifying My Mix: Design Journal Connection	138			
				Chapter Review: The Design Process: Analyze/Evaluate	143			
			Chapter 5 Identity Design	Ways to Show Identity: Fig. 5-6 Caption	148			
				Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer	157			
				Uniforms and Insignia: Think Like a Designer	159			
				Looking Ahead: Identity Design: Think Like a Designer	162			
				Chapter Review: Identity Design: Evaluate/Writing About Art	169			
			Chapter 6 Publications Design	Looking Back: Early Publications Design: Try It	173			
				Books: Try It	174			
				Design Notes: Guide to the Front Page: Think Like a Designer	179			
				Magazines: Try It	180			
				Design Notes: Anatomy of a Magazine Article: Think Like a Designer	181			
			Chapter 7 Advertising Design	Newsletters: Fig. 6-18 Caption	183			
				A Little Advertising History: Radio and Television: Discuss It	199			
				Posters: Fig. 7-6 Caption	200			
				How to...Design an Effective Banner Ad: Fig. 7-13 Caption	206			
				Ads for Television and Online Media: Discuss It	208			
			Chapter 8 Information and Experience Design	Design Notes: A Media Guru on Reaching a Market: Fig. 7-16 Caption	209			
				Chapter Review: Advertising Design: Analyze/Writing About Art	217			
				Chapter Opener: Fig. 8-1 Caption	218			
				Signage: Wayfinding: Fig. 8-12 Caption	226			
				Charts, Diagrams, and Infographics: Fig. 8-15 Caption	228			
			Chapter 9 Design in Motion	Design Fundamentals: Line: Discuss It	232			
				Creating Motion Graphics: Telling a Good Story: Fig. 9-32 Caption	266			
			Chapter 10 Working as a Graphic Designer	Chapter Review: Design in Motion: Analyze/Evaluate	279			
				Chapter Review: Working as a Graphic Designer: Writing About Art	321			
			TE			Chapter 1 What Is Graphic Design	Chapter Opener: Tips for Using the Opening Image	2
							A Brief History: Early Printing: Design Aesthetics	7
						Chapter 2 The Art of Graphic Design	Elements of Art: Color, Value, and Light: What Color Means: Inquiry	39
							Principles of Design: Design Critique	40
							Principles of Design: Contrast: Design Aesthetics	49
							How to...Critique a Graphic Design: Teaching Tips	51
						Chapter 4 The Design Process	Chapter Opener: Tips for Using the Opening Image	106
							Design History: The Evolution of the Poster: Design Aesthetics	124
							Design Components: Typography: Type Families: Think Like a Designer	126
							How to...Design with Type: Design Aesthetics	127
							Design Components: Typography: Legibility: Inquiry	129
						Chapter 5 Identity Design	Design Fundamentals: Space and Balance: Design Aesthetics	131
							Identity Past and Present: Design Aesthetics	147
							How to...Simplify an Image: Design Extension	154
							Uniforms and Insignia: Design Aesthetics	159
Looking Ahead: Identity Design: Design Aesthetics	162							
Chapter 6 Publications Design	Career Profile: Laura Savard: Inquiry	167						
	Chapter Opener: Tips for Using the Opening Image	170						
	Looking Back: Early Publications Design: Interdisciplinary Connection	173						
	Newspapers: Style and Consistency: Try It	178						
Chapter 7 Advertising Design	Design History: Magazine Design: Vogue: Teaching Tip	182						
	Chapter Opener: Tips for Using the Opening Image	196						
	A Little Advertising History: Design Aesthetics	198						
						Chapter 7 Advertising Design	Ads for Television and Online Media: Teaching Tip	208

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				Design Notes: A Media Guru on Reaching a Market: Link	209	
			Chapter 8 Information and Experience Design	A Look Back: Design Aesthetics	220	
				Design History: The 1968 Olympics: Design Critique	227	
				Charts, Diagrams, and Infographics: Teaching Tip	228	
				Handmade Animation: Using Still Photographs: Try It	259	
			Chapter 9 Design in Motion	Creating Motion Graphics: Why Use Motion: Teaching Tip (2)	264	
				Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271	
	VA:Re8.1.II (a) Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.	SE	Chapter 1 What Is Graphic Design	A Brief History: The Industrial Revolution: Fig. 1-14	9	
				What Does a Graphic Designer Do?: Finding Solutions: Fig. 1-27 Caption	16	
				Why Is Graphic Design Important?: Think Like a Designer	17	
				Chapter Review: What Is Graphic Design?: Apply	27	
			Chapter 2 The Art of Graphic Design	Elements of Art: Line: Fig. 2-3 Caption	30	
				Elements of Art: Space: Fig. 2-6 Caption	32	
				Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption	39	
				Principles of Design: Balance: Fig. 2-21 Caption	41	
				Principles of Design: Movement and Rhythm: Visual Paths: Try It	44	
				Principles of Design: Proportion: Fig. 2-30 Caption	48	
				Principles of Design: Contrast: Fig. 2-31 Caption	49	
				Principles of Design: Illusion and Reality: Fig. 2-36 Caption	52	
				Principles of Design: Symbolic Communication: Think Like a Designer	54	
				Chapter Review: The Art of Graphic Design: Evaluate	61	
				Chapter 3 Image Creation for Design	Illustration: Observational Drawing: Drawing Shapes: Fig. 3-8 Caption	68
			Illustration: Exploring Other Illustration Media: Fig. 3-11 Caption		72	
			Illustration: Composition: Composing by Thirds: Fig. 3-13 Caption		73	
			Illustration: Showing Perspective: Linear Perspective: Two-Point Perspective: Fig. 3-25 Caption		78	
			Photography: Composition: Subject and Setting: Fig. 3-36 Caption		87	
			Photography: Composition: Lighting: Fig. 3-39 Caption		89	
			Photography: Composition: Rule of Thirds: Fig. 3-40 Caption		89	
			Design Fundamentals: Color and Value: Fig. 3-44 Caption		91	
			Chapter 4 The Design Process	Chapter Review: Image Creation for Design: Analyze/Evaluate/Writing About Art	105	
				Chapter Opener: Fig. 4-1 Caption	106	
				The Basic Steps: Define the Challenge: Fig. 4-2 Caption	108	
				The Basic Steps: Research: Fig. 4-5 Caption	110	
				How to...Visualize by Sketching: Design Direction: Try It	118	
				The Basic Steps: Design Direction: Fig. 4-15 Caption	118	
				Design History: The Evolution of the Poster: Discuss It	124	
				Design Fundamentals: Space and Balance	131	
				Design Components: Images: Illustrations: Fig. 4-35 Caption	132	
				Design Components: Images: Photographs: Fig. 4-36 Caption	133	
				Design Components: Using Color: Fig. 4-37 Caption	134	
				Chapter Review: The Design Process: Analyze/Evaluate	143	
				Chapter 5 Identity Design	Ways to Show Identity: Fig. 5-6 Caption	148
					Symbols and Logos: Fig. 5-7 Caption	149
					Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer	157
			Flags and Banners: Fig. 5-21 Caption		158	
			Uniforms and Insignia: Think Like a Designer		159	
			Design Fundamentals: Unity and Variety: Fig. 5-24 Caption		160	
			Chapter 6 Publications Design	Chapter Review: Identity Design: Writing About Art	169	
				Books: Book Design Components: Think Like a Designer	176	
				Design Notes: Guide to the Front Page: Think Like a Designer	179	
				Magazines: Try It	180	
				Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption	184	
				Annual Reports: Fig. 6-20 Caption	185	
				Design Brief: A Newsletter Design: Design Journal Connection	190	
	Chapter Review: Publications Design: Analyze	195				

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			Chapter 7 Advertising Design	Design History: Shaking Up Madison Avenue: Fig. 7-9 Caption	202			
				Space Ads: Fig. 7-10 Caption	203			
			Chapter 8 Information and Experience Design	A Look Back: Fig. 8-4 Caption	221			
				Maps: Map Design Principles: Try It	223			
				Signage: Wayfinding: Fig. 8-12 Caption	226			
				Charts, Diagrams, and Infographics: Fig. 8-15 Caption	228			
				Design Fundamentals: Line: Discuss It	232			
				Experience Design: Think Like a Designer	235			
				Chapter Review: Information and Experience Design: Analyze	243			
				Chapter 9 Design in Motion	Motion Fundamentals: Observing Motion: Fig. 9-7 Caption	248		
					Design Fundamentals: Animation Principles: Fig. 9-12 Caption	251		
					Chapter Review: Design in Motion: Analyze/Evaluate	279		
				Chapter 10 Working as a Graphic Designer	Design History: The Design Profession: Think Like a Designer	284		
					Chapter Review: Working as a Graphic Designer: Writing About Art	321		
					TE	Chapter 1 What Is Graphic Design	Chapter Opener: Tips for Using the Opening Image	2
						Chapter 2 The Art of Graphic Design	Elements of Art: Texture: Design Critique	34
							Principles of Design: Design Critique	40
							Principles of Design: Proportion: Design Aesthetics	48
							Principles of Design: Contrast: Design Aesthetics	49
						Chapter 3 Image Creation for Design	Chapter Opener: Tips for Using the Opening Image	62
							Illustration: Showing Perspective: Casual Perspective: Design Critique	75
							Photography: Composition: Rule of Thirds: Design Aesthetics	89
						Chapter 4 The Design Process	Chapter Opener: Tips for Using the Opening Image	106
							The Basic Steps: Design Direction: More Is Better-Usually: Design Extension	119
							Design Components: Typography: Type Families: Think Like a Designer	126
							How to...Design with Type: Design Aesthetics	127
							Design Fundamentals: Space and Balance: Design Aesthetics	131
						Chapter 5 Identity Design	Chapter Opener: Tips for Using the Opening Image	144
							Looking Ahead: Identity Design: Design Aesthetics	162
						Chapter 6 Publications Design	Looking Back: Design Aesthetics	172
							Newspapers: Style and Consistency: Try It	178
							Design History: Magazine Design: Vogue: Teaching Tip	182
			Chapter 7 Advertising Design	Chapter Opener: Tips for Using the Opening Image	196			
				A Little Advertising History: Design Aesthetics	198			
				Design Fundamentals: Proportion and Scale: Advanced	204			
			Chapter 8 Information and Experience Design	Charts, Diagrams, and Infographics: Interdisciplinary Connection	228			
			Chapter 9 Design in Motion	Creating Motion Graphics: Why Use Motion: Teaching Tip (2)	264			
				Creating Motion Graphics: Telling a Good Story: Design Extension	266			
				Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271			
	VA:Re9.1.II (a) Determine the relevance of criteria used by others to evaluate a work of art or collection of works.	TE	Chapter 1 What Is Graphic Design	A Brief History: Alphabets and Books: Design Aesthetics	6			
			Chapter 2 The Art of Graphic Design	How to...Critique a Graphic Design: Teaching Tips	51			
			Chapter 7 Advertising Design	Design Notes: A Media Guru on Reaching a Market: Teaching Tip	209			
Connecting	VA:Cn10.1.II (a) Utilize inquiry methods of observation, research, and experimentation to explore unfamiliar subjects through art-making.	SE	Chapter 1 What Is Graphic Design	Design Brief: Mood Board for My Graphic Life: Create It	22			
			Chapter 2 The Art of Graphic Design	Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It	55			
			Chapter 3 Image Creation for Design	Illustration: Try It	64			
				Illustration: Warming Up: Try It	66			
				Illustration: Observational Drawing: Drawing Forms: Try It	69			
				Illustration: Exploring Other Illustration Media: Try It	72			
				Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Try It	77			
				Illustration: The Human Figure: Understanding Proportions: Try It	80			
				Photography: Composition: Viewpoint and Timing: Think Like a Designer	88			
				Design Brief: Songbook of Myself: Create It	99			
				Chapter Review: Image Creation for Design: For Your Portfolio	105			
			Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Think Like a Designer	111			
				How to...Visualize by Sketching	117			

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				Design Components: Typography: Type Families: Think Like a Designer	126
				Design Components: Images: Photographs: Scans: Try It	133
				Design Brief: Identifying My Mix	138
			Chapter 5 Identity Design	Ways to Show Identity: Think Like a Designer	148
				Symbols and Logos: Try It	149
				Design Notes: Web Design: Try It	152
				Stationery: Try It	153
				Looking Ahead: Identity Design: Think Like a Designer	162
				Design Brief: Club Communication: Create It	164
			Chapter 6 Publications Design	Books: Try It	174
				Design History: Magazine Design: Vogue: Try It	182
			Chapter 7 Advertising Design	Posters: Try It	200
				How to...Design an Effective Banner Ad: Try It	206
				Direct Mail: Try It	207
				Ads for Television and Online Media: Try It	208
				Design Brief: Poster for a School Event: Create It	212
			Chapter 8 Information and Experience Design	Signage: Wayfinding: Try It	226
				Design Brief: Mapping a Significant Place: Create It	237
			Chapter 9 Design in Motion	Motion Fundamentals: Observing Motion: Change: Try It	249
				Design Fundamentals: Animation Principles: Try It	251
				How to...Plan Timing and Spacing: Try It	257
				Handmade Animation: Using Still Photographs: Try It	259
				Creating Motion Graphics: Generating Ideas: Try It	265
				Creating Motion Graphics: Telling a Good Story: Try It	266
				Design Notes: Game Design: Try It	268
				Design Brief: PSA Metaphor in Motion: Create It	274
		TE	Chapter 1 What Is Graphic Design	Design Is All Around You: Design History	4
				A Brief History: The Industrial Revolution: Inquiry	9
				Why Is Graphic Design Important?: Think Like a Designer	17
			Chapter 2 The Art of Graphic Design	Design History: Art Deco in America: Design Extension	33
				Elements of Art: Color, Value, and Light: What Color Means: Inquiry	39
				Principles of Design: Proportion: Advanced	48
				Principles of Design: Illusion and Reality: Abstraction: Teaching Tip	53
			Chapter 3 Image Creation for Design	Illustration: Interdisciplinary Connection	64
				Design History: The Golden Age of Comics: Teaching Tip	65
				Illustration: Warming Up: Design Extension	66
				Illustration: Observational Drawing: Drawing Forms: Inquiry	69
				Illustration: Composition: Composing by Thirds: Design Aesthetics	73
				Illustration: Showing Perspective: Linear Perspective: One-Point Perspective: Design Extension	77
			Chapter 4 The Design Process	The Basic Steps: Brainstorming: Interdisciplinary Connection	113
				The Basic Steps: Sketching: Design Aesthetics	115
				Design History: The Evolution of the Poster: Interdisciplinary Connection	124
			Chapter 5 Identity Design	Design History: Paul Rand: Design Extension	150
				How to...Simplify an Image: Design Extension	154
			Chapter 6 Publications Design	Magazines: Design Extension	180
				Magazines: Interdisciplinary Connection	180
			Chapter 7 Advertising Design	Design Fundamentals: Proportion and Scale: Advanced	204
				Ads for Television and Online Media: Interdisciplinary Connection	208
			Chapter 8 Information and Experience Design	Maps: Map Design Principles: Inquiry	223
				Charts, Diagrams, and Infographics: Interdisciplinary Connection	228
			Chapter 9 Design in Motion	How to...Animate a Human Action: Teaching Tip	253
				Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection	264
				Creating Motion Graphics: Telling a Good Story: Interdisciplinary Connection	266
				Creating Motion Graphics: Other Considerations: Kinetic Typography	269
				Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection	270

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				Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271
				Looking Ahead: Design in Motion: Teaching Tip	272
			Chapter 10 Working as a Graphic Designer	Working Ethically: Using Images: Design Extension	312
	VA:Cn11.1.II (a) Compare uses of art in a variety of social, cultural, and historical contexts and make connections to uses of art in contemporary current and local contexts.	SE	Chapter 1 What Is Graphic Design	Design Is All Around You: Fig. 1-4 Caption	4
				A Brief History: Into the Modern Age: Posters and Signage: Fig. 1-20 Caption	12
				Design Brief: Mood Board for My Graphic Life: Create It	22
			Chapter 2 The Art of Graphic Design	Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption	39
				Chapter Review: The Art of Graphic Design: Writing About Art	61
			Chapter 3 Image Creation for Design	Design History: The Golden Age of Comics: Teaching Tip	65
			Chapter 4 The Design Process	Chapter Review: The Design Process: Analyze/Evaluate	143
			Chapter 5 Identity Design	Ways to Show Identity: Think Like a Designer	148
			Chapter 6 Publications Design	Looking Back: Fig. 6-2 Caption	172
				Newspapers: Style and Consistency: Try It	178
			Chapter 7 Advertising Design	A Little Advertising History: Radio and Television: Discuss It	199
				Billboards: Think Like a Designer	201
			Chapter 8 Information and Experience Design	A Look Back: Discuss It	221
			Chapter 9 Design in Motion	Motion Fundamentals: Animation and Frames: Fig. 9-14 Caption	252
				Design History: Lotte Reiniger's Silhouette Animations	260
			Chapter 10 Working as a Graphic Designer	Design History: The Design Profession: Think Like a Designer	284
				Chapter Review: Working as a Graphic Designer: Analyze	321
		TE	Chapter 1 What Is Graphic Design	Design Is All Around You: Design History	4
				A Brief History: The Birth of Writing: Teaching Tip	5
				A Brief History: Alphabets and Books: Design Aesthetics	6
				A Brief History: Into the Modern Age: Teaching Tip	11
			Chapter 2 The Art of Graphic Design	Chapter Opener: Tips for Using the Opening Image	28
				Principles of Design: Proportion: Advanced	48
			Chapter 4 The Design Process	The Basic Steps: Research: Inquiry	110
				Design Components: Typography: Legibility: Inquiry	129
			Chapter 5 Identity Design	Identity Past and Present: Inquiry	146
				Graphics for Three-Dimensional Packaging: Album Covers: Inquiry	157
			Chapter 6 Publications Design	Looking Back: Design Aesthetics	172
				Looking Back: Early Publications Design: Interdisciplinary Connection	173
				Newspapers: Style and Consistency: Interdisciplinary Connection	178
			Chapter 7 Advertising Design	Chapter Opener: Tips for Using the Opening Image	196
				A Little Advertising History: Design History	198
				Design Fundamentals: Proportion and Scale: Advanced	204
				Design Notes: A Media Guru on Reaching a Market: Link	209
			Chapter 8 Information and Experience Design	A Look Back: Design Aesthetics	220
				A Look Back: Interdisciplinary Connection	220
				Design Notes: Road Culture: Interdisciplinary Connection	224
			Chapter 10 Working as a Graphic Designer	Keeping Up with the Graphic Design Industry: Design Extension	308

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Creating	VA:Cr1.1.III (a) Visualize and hypothesize to generate plans for ideas and directions for creating art and design that can affect social change.	SE	Chapter 6 Publications Design	Design Brief: A Newsletter Design: Create It	189
			Chapter 8 Information and Experience Design	Design Brief: Mapping a Significant Place: Design Journal Connection	238
			Chapter 9 Design in Motion	Handmade Animation: Using Still Photographs: Try It	259
		TE	Chapter 10 Working as a Graphic Designer	Design Brief: PSA Metaphor in Motion: Before You Begin	273
			Chapter 4 The Design Process	Design Brief: A Design Team Project: Create It	315
			Chapter 5 Identity Design	Design History: The Evolution of the Poster: Interdisciplinary Connection	124
			Chapter 6 Publications Design	Career Profile: Laura Savard: Inquiry	167
			Chapter 8 Information and Experience Design	Magazines: Design Extension	180
			Chapter 9 Design in Motion	Maps: Map Design Principles: Inquiry	223
			Chapter 10 Working as a Graphic Designer	Looking Ahead: Design in Motion: Teaching Tip	272
	VA:Cr1.2.III (a) 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.	SE	Chapter 4 The Design Process	Design Brief: Identifying My Mix: Before You Begin	137
			Chapter 5 Identity Design	Ways to Show Identity: Think Like a Designer	148
				Symbols and Logos: Try It	149
				Design Notes: Web Design: Try It	152
				Stationery: Try It	153
				Graphics for Three-Dimensional Packaging: Templates: Try It	156
		TE	Chapter 6 Publications Design	Design Brief: Club Communication	163
			Chapter 7 Advertising Design	Design Brief: A Newsletter Design: Create It	190
				Space Ads: Try It	203
				How to...Design an Effective Banner Ad: Try It	206
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It	290
				Design Brief: A Design Team Project: Create It	315
	VA:Cr2.1.III (a) Experiment, plan, and make multiple works of art and design that explore a personally meaningful theme, idea, or concept.	SE	Chapter 4 The Design Process	Design Brief: Identifying My Mix: Meeting Individual Student Needs	139
			Chapter 5 Identity Design	Money: Design Aesthetics	161
			Chapter 10 Working as a Graphic Designer	Working Ethically: Using Images: Design Extension	312
			Chapter 4 The Design Process	Design Brief: Identifying My Mix: Create It	137
			Chapter 5 Identity Design	Design Notes: Web Design: Try It	152
		TE	Chapter 6 Publications Design	Design Brief: Club Communication: Create It	163
			Chapter 6 Publications Design	Design Brief: A Newsletter Design: Create It	190
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio: Try It	290
				Design Brief: A Design Team Project: Create It	316
			Chapter 4 The Design Process	Design Brief: Identifying My Mix: Meeting Individual Student Needs	139
	VA:Cr2.2.III (a) 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	Chapter 3 Image Creation for Design	Images and Ethics: Licensing: Try It	98
Chapter 6 Publications Design			Design Brief: A Newsletter Design: Create It	190	
Chapter 7 Advertising Design			Looking Ahead: Advertising: Discuss It	210	
TE		Chapter 7 Advertising Design	Chapter Review: Advertising Design: Writing About Art	217	
		Chapter 10 Working as a Graphic Designer	Working Ethically: Copyright	310	
		Chapter 1 What Is Graphic Design	Why Is Graphic Design Important?: Inquiry	17	
		Chapter 2 The Art of Graphic Design	Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips	56	
		Chapter 4 The Design Process	The Basic Steps: Research: Finding Inspiration: Teaching Tip (1)	111	
			Design Brief: Identifying My Mix: Create It	138	
		Chapter 7 Advertising Design	Billboards: Inquiry	201	
			Design Brief: Poster for a School Event: Teaching Tips	212	
		Chapter 8 Information and Experience Design	Looking Ahead: Information and Experience Design: Inquiry	236	
		Chapter 10 Working as a Graphic Designer	Working Ethically: Teaching Tip/Using Images: Design Extension	312	
VA:Cr2.3.III (a) Demonstrate in works of art or design how visual and material culture defines, shapes, enhances, inhibits, and/or empowers people's lives.	SE	Chapter 3 Image Creation for Design	Illustration: Exploring Other Illustration Media: Think Like a Designer	72	
			Design Brief: Songbook of Myself: Before You Begin	99	
		Chapter 4 The Design Process	Design Components: Typography: Type Families: Think Like a Designer	126	
			Design Brief: Identifying My Mix: Create It	137	
		Chapter 5 Identity Design	Ways to Show Identity: Think Like a Designer	148	
			Symbols and Logos: Try It	149	
			Design Notes: Web Design: Try It	152	
			Stationery: Try It	153	
			Looking Ahead: Identity Design: Think Like a Designer	162	
			Design Brief: Club Communication: Create It	163	

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Presenting			Chapter 6 Publications Design	Design Brief: A Newsletter Design: Create It	189	
			Chapter 8 Information and Experience Design	Design Brief: Mapping a Significant Place: Design Journal Connection	238	
			Chapter 9 Design in Motion	Handmade Animation: Using Still Photographs: Try It	259	
				Design Brief: PSA Metaphor in Motion: Create It	273	
			Chapter 10 Working as a Graphic Designer	Design Brief: A Design Team Project: Create It	316	
			TE	Chapter 1 What Is Graphic Design	A Brief History: The Industrial Revolution: Inquiry	9
				Chapter 4 The Design Process	Design History: The Evolution of the Poster: Interdisciplinary Connection	124
				Chapter 5 Identity Design	Money: Design Aesthetics	161
				Chapter 6 Publications Design	Magazines: Design Extension	180
				Chapter 7 Advertising Design	Posters: Teaching Tip	200
			Billboards: Interdisciplinary Connection	201		
			Ads for Television and Online Media: Interdisciplinary Connection	208		
		Chapter 8 Information and Experience Design	Maps: Map Design Principles: Inquiry	223		
		Chapter 9 Design in Motion	Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection	264		
			Looking Ahead: Design in Motion: Teaching Tip	272		
		VA:Cr3.1.III (a) Reflect on, re-engage, revise, and refine works of art or design considering relevant traditional and contemporary criteria as well as personal artistic vision.	SE	Chapter 2 The Art of Graphic Design	Design Brief: A Simple Story: Capturing a Classic with Minimalism	56
				Chapter 3 Image Creation for Design	Design Brief: Songbook of Myself: Create It	100
				Chapter 4 The Design Process	Design Brief: Identifying My Mix: Create It	138
				Chapter 5 Identity Design	Design Brief: Club Communication: Create It	164
				Chapter 6 Publications Design	Design Brief: A Newsletter Design: Create It	190
				Chapter 7 Advertising Design	Design Brief: Poster for a School Event	212
				Chapter 8 Information and Experience Design	Design Brief: Mapping a Significant Place: Create It	238
				Chapter 9 Design in Motion	Design Brief: PSA Metaphor in Motion: Create It	274
				Chapter 10 Working as a Graphic Designer	Design Brief: A Design Team Project: Create It	316
			TE	Chapter 1 What Is Graphic Design	Design in a Nutshell: Teaching Tip	20
				Chapter 4 The Design Process	Design History: The Evolution of the Poster: Interdisciplinary Connection	124
		VA:Pr4.1.III (a) Critique, justify, and present choices in the process of analyzing, selecting, curating, and presenting artwork for a specific exhibit or event.	SE	Chapter 6 Publications Design	Looking Back: Early Publications Design: Try It	173
					Design History: Magazine Design: Vogue: Try It	182
				Chapter 8 Information and Experience Design	Exhibit Design: Green Design: Try It	234
				Chapter 10 Working as a Graphic Designer	Design Brief: A Design Team Project: Present It	316
			TE	Chapter 3 Image Creation for Design	Illustration: Composition: A Sense of Space: Inquiry	74
				Chapter 4 The Design Process	Design History: The Evolution of the Poster: Interdisciplinary Connection	124
			Chapter 7 Advertising Design	Design Brief: Poster for a School Event: Display	213	
			Chapter 8 Information and Experience Design	Maps: Map Design Principles: Advanced	223	
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Print Portfolios: Link	289	
	VA:Pr5.1.III (a) Investigate, compare, and contrast methods for preserving and protecting art.	SE	Chapter 3 Image Creation for Design	Managing Images: Using Raster and Vector Images	93	
				Managing Images: Color Processes	94	
				Managing Images: Archiving	95	
				How to...Use Metadata to Organize Photos	96	
				Images and Ethics: Licensing: Try It	98	
			Chapter 4 The Design Process	The Basic Steps: The Last Steps	122	
				The Path to a Final Product	135	
				Chapter Review: The Design Process: For Your Portfolio	143	
			Chapter 5 Identity Design	Ways to Show Identity: Career Tip	148	
			Chapter 7 Advertising Design	Chapter Review: Advertising Design: For Your Portfolio	217	
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work: Portfolios: Print Portfolios: Note It	289	
				Design Fundamentals: Hierarchy in a Portfolio	291	
		TE	Chapter 3 Image Creation for Design	How to...Use Metadata to Organize Photos: Inquiry	96	
	VA:Pr6.1.III (a) Curate a collection of objects, artifacts, or artwork to impact the viewer's understanding of social, cultural, and/or political experiences.	SE	Chapter 1 What Is Graphic Design	Design Brief: Mood Board for My Graphic Life	21	
			Chapter 2 The Art of Graphic Design	Design History: Art Deco in America: Try It	33	
			Chapter 3 Image Creation for Design	Chapter Review: Image Creation for Design: Writing About Art	105	
			Chapter 4 The Design Process	Design Brief: Identifying My Mix: Create It	138	
			Chapter 6 Publications Design	Looking Back: Early Publications Design: Try It	173	
				Design History: Magazine Design: Vogue: Try It	182	
			Chapter 8 Information and Experience Design	Exhibit Design: Fig. 8-23 Caption	233	
				Exhibit Design: Green Design: Try It	234	

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Responding		TE	Chapter 1 What Is Graphic Design	A Brief History: The Birth of Writing: Teaching Tip	5
			Chapter 2 The Art of Graphic Design	Design History: Art Deco in America: Design Extension	33
			Chapter 3 Image Creation for Design	Design Brief: Songbook of Myself: Display	100
			Chapter 4 The Design Process	Design Components: Typography: Legibility: Inquiry Design Brief: Identifying My Mix: Display	129 138
			Chapter 5 Identity Design	Identity Past and Present: Inquiry Graphics for Three-Dimensional Packaging: Album Covers: Inquiry	146 157
			Chapter 8 Information and Experience Design	Exhibit Design: Green Design: Design Extension	234
			Chapter 1 What Is Graphic Design	Design Brief: Mood Board for My Graphic Life: Check It	22
			Chapter 4 The Design Process	Design Brief: Identifying My Mix: Design Journal Connection	138
			Chapter 2 The Art of Graphic Design	Design History: Art Deco in America: Design Extension	33
			Chapter 6 Publications Design	Looking Back: Early Publications Design: Interdisciplinary Connection	173
	VA:Re7.1.III (a) Analyze how responses to art develop over time based on knowledge of and experience with art and life.	SE	Chapter 10 Working as a Graphic Designer	Chapter Opener: Tips for Using the Opening Image	280
			Chapter 2 The Art of Graphic Design	Design History: Art Deco in America: Try It Elements of Art: Color, Value, and Light: What Color Means: Fig. 2-19 Caption Principles of Design: Movement and Rhythm: Visual Paths: Try It Principles of Design: Illusion and Reality: Abstraction: Try It Design Brief: A Simple Story: Capturing a Classic with Minimalism: Before You Begin	33 39 44 53 55
			Chapter 4 The Design Process	Design Components: Typography: Type Families: Think Like a Designer Design Components: Typography: Legibility: Try It	126 129
			Chapter 6 Publications Design	Looking Back: Early Publications Design: Try It Design History: Magazine Design: Vogue: Try It	173 182
			Chapter 8 Information and Experience Design	Design Notes: Road Culture: Fig. 8-8 and Fig. 8-9 Caption Signage: Fig. 8-10 Caption	224 225
			Chapter 10 Working as a Graphic Designer	Design History: The Design Profession: Think Like a Designer Keeping Up with the Graphic Design Industry: Try It	284 308
			Chapter 1 What Is Graphic Design	A Brief History: Into the Modern Age: Teaching Tip A Brief History: Graphic Design Today: Inquiry	11 14
			Chapter 2 The Art of Graphic Design	Principles of Design: Balance: Teaching Tip	41
			Chapter 4 The Design Process	The Basic Steps: Research: Inquiry The Basic Steps: Sketching: Design Aesthetics How to...Design with Type: Design Aesthetics Design Components: Typography: Legibility: Inquiry	110 115 127 129
			Chapter 5 Identity Design	Identity Past and Present: Inquiry Uniforms and Insignia: Design Aesthetics	146 159
	Chapter 6 Publications Design	Looking Back: Early Publications Design: Interdisciplinary Connection Newspapers: Style and Consistency: Interdisciplinary Connection	173 178		
	Chapter 7 Advertising Design	A Little Advertising History: Design Aesthetics Design Fundamentals: Proportion and Scale: Advanced Ads for Television and Online Media: Teaching Tip Design Notes: A Media Guru on Reaching a Market: Teaching Tip	198 204 208 209		
	Chapter 8 Information and Experience Design	Design History: The 1968 Olympics: Design Critique	227		
	Chapter 10 Working as a Graphic Designer	Keeping Up with the Graphic Design Industry: Design Extension	308		
	VA:Re8.1.III (a) Analyze differing interpretations of an artwork or collection of works in order to select and defend a plausible critical analysis.	SE	Chapter 4 The Design Process	Design Components: Typography: Legibility: Think Like a Designer	129
		TE	Chapter 2 The Art of Graphic Design	Principles of Design: Design Critique	40
	VA:Re9.1.III (a) Construct evaluations of a work of art or collection of works based on differing sets of criteria.	SE	Chapter 6 Publications Design	Newspapers: Style and Consistency: Interdisciplinary Connection	178
			Chapter 2 The Art of Graphic Design	How to...Critique a Graphic Design: Try It	51
			Chapter 3 Image Creation for Design	Chapter Review: Image Creation for Design: Evaluate	105
Chapter 4 The Design Process			Chapter Opener: Fig. 4-1 Caption How to...Visualize by Sketching: Design Direction: Try It Design Components: Typography: Legibility: Try It Chapter Review: The Design Process: Analyze/Evaluate	106 118 129 143	
Chapter 5 Identity Design			Chapter Review: Identity Design: Evaluate/Writing About Art	169	
Chapter 6 Publications Design			Design Brief: A Newsletter Design: Design Journal Connection Chapter Review: Publications Design: Evaluate	190 195	
Chapter 7 Advertising Design			Chapter Review: Advertising Design: Writing About Art	217	

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Connecting	VA:Cn10.1.III (a) Synthesize knowledge of social, cultural, historical, and personal life with art-making approaches to create meaningful works of art or design.	TE	Chapter 8 Information and Experience Design	Design Fundamentals: Line: Discuss It	232
				Experience Design: Think Like a Designer	235
			Chapter 9 Design in Motion	Chapter Review: Design in Motion: Evaluate	279
			Chapter 10 Working as a Graphic Designer	Chapter Review: Working as a Graphic Designer: Writing About Art	321
			Chapter 4 The Design Process	Chapter Opener: Tips for Using the Opening Image	106
				Design History: The Evolution of the Poster: Design Aesthetics	124
				How to...Design with Type: Design Aesthetics	127
		Chapter 8 Information and Experience Design	Design Notes: Road Culture: Teaching Tip	224	
			Design History: The 1968 Olympics: Design Critique	227	
		Chapter 9 Design in Motion	Creating Motion Graphics: Making Your Work Stand Out: Inquiry	271	
		Chapter 2 The Art of Graphic Design	Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It	55	
		Chapter 3 Image Creation for Design	Design Brief: Songbook of Myself: Create It	99	
		Chapter 4 The Design Process	Design Brief: Identifying My Mix: Create It	138	
		Chapter 5 Identity Design	Design Brief: Club Communication: Create It	164	
	Chapter 6 Publications Design	Design History: Magazine Design: Vogue: Try It	182		
	Chapter 8 Information and Experience Design	Design Brief: Mapping a Significant Place: Create It	237		
	Chapter 9 Design in Motion	Handmade Animation: Using Still Photographs: Try It	259		
		Design Brief: PSA Metaphor in Motion: Create It	274		
	TE	Chapter 3 Image Creation for Design	Illustration: Interdisciplinary Connection	64	
			Design History: The Golden Age of Comics: Teaching Tip	65	
		Chapter 4 The Design Process	Design History: The Evolution of the Poster: Interdisciplinary Connection	124	
		Chapter 5 Identity Design	How to...Simplify an Image: Design Extension	154	
		Chapter 6 Publications Design	Magazines: Design Extension/Interdisciplinary Connection	180	
		Chapter 7 Advertising Design	Ads for Television and Online Media: Interdisciplinary Connection	208	
		Chapter 8 Information and Experience Design	Maps: Map Design Principles: Inquiry	223	
		Chapter 9 Design in Motion	Creating Motion Graphics: Why Use Motion: Interdisciplinary Connection	264	
			Creating Motion Graphics: Other Considerations: Sound: Interdisciplinary Connection	270	
	VA:Cn11.1.III (a) Analyze and appraise the impact of an artist or a group of artists on the beliefs, values, and behaviors of a society.	SE	Chapter 1 What Is Graphic Design	Design History: Gutenberg and His Bible	8
			Chapter 2 The Art of Graphic Design	Chapter Review: The Art of Graphic Design: Evaluate	61
			Chapter 3 Image Creation for Design	Chapter Review: Image Creation for Design: Evaluate/Writing About Art	105
			Chapter 4 The Design Process	Design History: The Evolution of the Poster: Discuss It	124
				Chapter Review: The Design Process: Analyze/Evaluate	143
			Chapter 6 Publications Design	Looking Back: Early Publications Design: Try It	173
			Chapter 7 Advertising Design	Chapter Review: Advertising Design: Writing About Art	217
			Chapter 9 Design in Motion	Design History: Lotte Reiniger's Silhouette Animations	260
			Chapter 10 Working as a Graphic Designer	Chapter Review: Working as a Graphic Designer: Analyze	321
		TE	Chapter 3 Image Creation for Design	Design History: The Golden Age of Comics: Teaching Tip	65
			Chapter 4 The Design Process	The Basic Steps: Research: Inquiry	110
			Chapter 5 Identity Design	Career Profile: Laura Savard: Inquiry	167
			Chapter 6 Publications Design	Newspapers: Style and Consistency: Interdisciplinary Connection	178
			Chapter 7 Advertising Design	Chapter Opener: Tips for Using the Opening Image	196
			Chapter 8 Information and Experience Design	A Look Back: Design Aesthetics	220
				Design History: The 1968 Olympics: Design Critique	227
				Design Brief: Mapping a Significant Place: Design Journal Connection	238