

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
VA:Cr1.1.1a	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	113
				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 5 Identity 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
				Design Brief: Club Communication	Before You Begin	163
				Design Brief: Club Communication	Design Journal Connection	164
			Chapter 6 Publications Design	Books	Try It	174
				Design Brief: A Newsletter Design	Before You Begin	189
			Chapter 7 Advertising Design	How to...Design an Effective Banner Ad		205
				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	How to...Create Effective Infographics		230
				Design Brief: Mapping a Significant Place	Before You Begin	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	Interdisciplinary Connection	256
				How to...Plan Timing and Spacing		256
				How to...Plan Timing and Spacing	Try It	257
				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
			Chapter 10 Working as a Graphic Designer	Design Fundamentals: Hierarchy in a Portfolio		291
				Finding a Job	Interviewing: Try It	297

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
		TE		Design Brief: A Design Team Project	Create It	315
			Chapter 1 What Is Graphic Design	Design in a Nutshell	Teaching Tip	20
			Chapter 3 Image Creation for Design	Illustration	Exploring Other Illustration Media: Design Extension	72
			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: Kinetic Typography	269
				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
VA:Cr1.2.1a	Shape an artistic investigation of an aspect of present-day life using a contemporary 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	Exploring Other Illustration Media: Try It	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	111
				The Basic Steps	Brainstorming: Try It	113
				Design Components	Typography: Type Families: Think Like a Designer	126
				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
				Money	Try It	161
				Looking Ahead: Identity Design	Think Like a Designer	162
				Design Brief: Club Communication	Before You Begin	163

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				Design Brief: Club Communication	Design Journal Connection	164
			Chapter 6 Publications Design	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 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	Before You Begin	237
				Design Brief: Mapping a Significant Place	Design Journal Connection	238
			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
				How to...Simplify an Image	Design Extension	154
				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
				Magazines	Interdisciplinary Connection	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
				Signage	Wayfinding: Design Extension	226
				Exhibit Design	Green Design: Design Extension	234
			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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
VA:Cr2.1.1a	Engage in making a work of art or design without having a preconceived plan.	SE	Creating Motion Graphics	Other Considerations: Sound: Interdisciplinary Connection		270
				Looking Ahead: Design in Motion	Teaching Tip	272
			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
				Illustration	The Human Figure: Using Models: 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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page	
				Motion Fundamentals	Timing and Spacing: Teaching Tip	255	
VA:Cr2.2.1a	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	
			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:Cr2.3.1a	Collaboratively develop a proposal for an installation, artwork, 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	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:Cr3.1.1a	Apply relevant criteria from traditional and contemporary cultural contexts to examine, reflect on, and plan revisions for works of art and design in progress.	SE	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	Check It	56	
				Design Brief: A Simple Story: Capturing a Clas	Create It	56	
			Chapter 3 Image Creation for Design	Design Brief: Songbook of Myself	Check It	100	
				Design Brief: Songbook of Myself	Create It	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	Check It	212	
	Design Brief: Poster for a School Event	Create It	212				

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			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
				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
		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
VA:Pr4.1.la	Analyze, 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	143
				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	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: Try It	288
				Presenting Yourself and Your Work	Portfolios: Developing Your Portfolio	290
				Presenting Yourself and Your Work	Portfolios: Developing Your Portfolio: Try It	290
				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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				Design Components	Typography: Legibility: Interdisciplinary Connection	128
			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
VA:Pr5.1.la	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.la	Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural, 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.la	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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			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:Re7.2.1a	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: Fig. 2-40 Caption	54
				Principles of Design	Symbolic Communication: Think Like a Designer	54
			Chapter 3 Image Creation for Design	Chapter Review: Image Creation for Design	Evaluate	105
				Chapter Review: Image Creation for Design	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
				Graphics for Three-Dimensional Packaging	Album Covers: Think Like a Designer	157
			Chapter 6 Publications Design	Looking Back	Early Publications Design: Try It	173
				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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			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
				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	Link	209
				Design Notes: A Media Guru on Reaching a M	Teaching Tip	209
			Chapter 8 Information and Experience Design	Chapter Opener	Tips for Using the Opening Image	218
				Design History: The 1968 Olympics	Design Critique	227
			Chapter 9 Design in Motion	Creating Motion Graphics	Why Use Motion: Teaching Tip (2)	264
VA:Re8.1.1a	Interpret an artwork or collection of works, supported by relevant and sufficient evidence found in the work and its various contexts.	SE	Chapter 10 Working as a Graphic Designer	Design History: The Design Profession	Think Like a Designer	284
			Chapter 1 What Is Graphic Design	A Brief History	Early Printing: Caption Fig. 1-9	7
				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	Shape and Form: Fig. 2-5 Caption	31
				Elements of Art	Space: Fig. 2-6 Caption	32
				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	Fig. 2-20 Caption	40
				Principles of Design	Movement and Rhythm: Fig. 2-24	43
				Principles of Design	Movement and Rhythm: Visual Paths: Try It	44
				Principles of Design	Unity and Variety: Fig. 2-27 Caption	46
				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
				Design Brief: A Simple Story: Capturing a Classic with Minimalism	Before You Begin	55
				Chapter Review: The Art of Graphic Design	Analyze	61
				Chapter Review: The Art of Graphic Design	Evaluate	61
			Chapter 3 Image Creation for Design	Chapter Opener	Fig. 3-1 Caption	62
				Illustration	Observational Drawing: Drawing Shapes: Fig. 3-8 Caption	68
				Illustration	Exploring Other Illustraiton Media: Fig. 3-11 Caption	72

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				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: Viewpoint and Timing: Fig. 3-38 Caption	88
				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 Review: Image Creation for Design	Analyze	105
				Chapter Review: Image Creation for Design	Evaluate	105
			Chapter 4 The Design Process	Chapter Review: Image Creation for Design	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	Fig. 4-23 Caption	123
				Design Components	Typography: Type Families: Think Like a Designer	126
				Design Components	Typography: Legibility: Try It	129
				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	143
				Chapter Review: The Design Process	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	169
				Chapter Review: Identity Design	Writing About Art	169

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			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	Fig. 8-10 Caption	225
				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
				A Brief History of Motion	Think Like a Designer	247
				Motion Fundamentals	Observing Motion: Fig. 9-6 Caption	248
				Motion Fundamentals	Observing Motion: Fig. 9-7 Caption	248
				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	279
				Chapter Review: Design in Motion	Evaluate	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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				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	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
				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
			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 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 5 Identity Design	Chapter Opener	Tips for Using the Opening Image	144
				Flags and Banners	Design Aesthetics (2)	158
				Uniforms and Insignia	Design Aesthetics	159
				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	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
				Charts, Diagrams, and Infographics	Interdisciplinary Connection	228
				Charts, Diagrams, and Infographics	Teaching Tip	228
			Chapter 9 Design in Motion	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:Re9.1.1a	Establish relevant 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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				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	Fig. 3-31 Caption	82
				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 History: The Evolution of the Poster	Fig. 4-25 Caption	124
				Design Components	Typography: Legibility: Fig. 4-30 Caption	128
				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	143
				Chapter Review: The Design Process	Evaluate	143
			Chapter 5 Identity Design	Chapter Review: Identity Design	Evaluate	169
				Chapter Review: Identity Design	Writing About Art	169
			Chapter 6 Publications Design	Newspapers	Style and Consistency: Try It	178
				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	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
				Design Fundamentals: Line	Fig. 8-21 Caption	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	279
				Chapter Review: Design in Motion	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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
		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	Why Use Motion: Teaching Tip (2)	264
				Creating Motion Graphics	Making Your Work Stand Out: Inquiry	271
VA:Cn10.1.1a	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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Proficient Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work	Portfolios: Developing Your Portfolio: Teaching Tip (1)	290
VA:Cn11.1.1a	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
				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	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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
VA:Cr1.1.1Ia	Individually or collaboratively formulate new creative problems based on 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
		TE	Chapter 9 Design in Motion	Computer-Based Animation	Space and Time (Again): Try It	262
			Chapter 10 Working as a Graphic Designer	Design Fundamentals: Hierarchy in a Portfolio		291
			Chapter 4 The Design Process	The Basic Steps	Research: Design Extension	110
				The Basic Steps	Research: Finding Inspiration: Teaching Tip (2)	111
			Chapter 5 Identity Design	Design History: Paul Rand	Design Extension	150
VA:Cr1.2.1Ia	Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design.	SE	Chapter 2 The Art of Graphic Design	Elements of Art	Texture: Fig. 2-9 Caption	34
			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	Exploring Other Illustration 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	Create It	163
				Design Brief: Club Communication	Design Journal Connection	164
			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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				Design Brief: Poster for a School Event	Create It	212
				Chapter Review: Advertising Design	Apply	217
				Signage	Wayfinding: Try It	226
			Chapter 8 Information and Experience Design	How to...Create Effective Infographics		230
				Exhibit Design	Green Design: Try It	234
				Design Brief: Mapping a Significant Place	Create It	237
				Design Fundamentals: Animation Principles	Try It	251
			Chapter 9 Design in Motion	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	Create It	273
				Design Brief: PSA Metaphor in Motion	Design Journal Connection	274
			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
				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
				Magazines	Interdisciplinary Connection	180
			Chapter 8 Information and Experience Design	Maps	Map Design Principles: Advanced	223
				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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
VA:Cr2.1.1Ia	Through experimentation, practice, and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.	SE		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	312
			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
				Illustration	The Human Figure: Using Models: 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	105
				Chapter Review: Image Creation for Design	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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				Design Brief: Poster for a School Event	Create It	212
				Chapter Review: Advertising Design	Apply	217
				Signage	Wayfinding: Try It	226
			Chapter 8 Information and Experience Design	Exhibit Design	Green Design: Try It	234
				Design Brief: Mapping a Significant Place	Create It	237
				Chapter Review: Information and Experience Design	Apply	243
			Chapter 9 Design in Motion	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	Interdisciplinary Connection	256
				How to...Plan Timing and Spacing		256
				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	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
				Chapter Review: Working as a Graphic Designer	Apply	321
		TE	Chapter 1 What Is Graphic Design	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	64
				Design History: The Golden Age of Comics	Teaching Tip	65
				Illustration	Observational Drawing: Seeing Shapes: Design Extension	67
				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
				Illustration	The Human Figure: Understand Anatomy: Teaching Tip (1)	80

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			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
				The Basic Steps	Sketching: Teaching Tip	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	Design Fundamentals: Proportion and Scale	Teaching Tip	204
				Ads for Television and Online Media	Interdisciplinary Connection	208
			Chapter 8 Information and Experience Design	Maps	Teaching Tip	222
				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	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
VA:Cr2.2.IIa	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
				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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			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	Teaching Tip	309
				Working Ethically	Using Images: Design Extension	312
				Design Brief: A Design Team Project	Before You Begin	315
VA:Cr2.3.1Ia	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	Create It	163
				Design Brief: Club Communication	Design Journal Connection	164
				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.IIa	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	Check It	56
				Design Brief: A Simple Story: Capturing a Classic with Minimalism	Create It	56
			Chapter 3 Image Creation for Design	Design Brief: Songbook of Myself	Check It	100
				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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			Chapter 6 Publications Design	Design Brief: A Newsletter Design	Create It	190
			Chapter 7 Advertising Design	Design Brief: Poster for a School Event	Check It	212
				Design Brief: Poster for a School Event	Create It	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
				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
VA:Pr4.1.IIa	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: Try It	288
				Presenting Yourself and Your Work	Portfolios: Developing Your Portfolio	290
				Presenting Yourself and Your Work	Portfolios: Developing Your Portfolio: Try It	290
				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 2 The Art of Graphic Design	Design Brief: A Simple Story: Capturing a Classic with Minimalism	Display	57
			Chapter 4 The Design Process	Design History: The Evolution of the Poster	Interdisciplinary Connection	124
			Chapter 5 Identity Design	Design Brief: Club Communication	Present It	164
			Chapter 7 Advertising Design	Design Brief: Poster for a School Event	Display	213
			Chapter 10 Working as a Graphic Designer	Finding a Job	Interviewing: Try It	297
				Finding a Job	Interviewing: Try It	297
VA:Pr5.1.IIa	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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
		TE	Chapter 8 Information and Experience Design	Exhibit Design	Fig. 8-23 Caption	233
				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
			Chapter 3 Image Creation for Design	Illustration	Composition: A Sense of Space: Inquiry	74
				How to...Use Metadata to Organize Photos	Inquiry	96
				Design Brief: Songbook of Myself	Display	100
			Chapter 4 The Design Process	The Basic Steps	Client Review: Interdisciplinary Connection	120
				Design Brief: Identifying My Mix	Display	138
			Chapter 5 Identity Design	Graphics for Three-Dimensional Packaging	Album Covers: Inquiry	157
				Design Brief: Club Communication	Present It	164
			Chapter 7 Advertising Design	Billboards	Inquiry	201
				Billboards	Interdisciplinary Connection	201
				Direct Mail	Try It	207
				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
				Design Brief: Mapping a Significant Place	Display	238
			Chapter 9 Design in Motion	Design Brief: PSA Metaphor in Motion	Display	275
VA:Pr6.1.IIa	Make, explain, and justify connections between artists or artwork and social, cultural, and political history.	SE	Chapter 1 What Is Graphic Design	Design History: Gutenberg and His Bible		8
			Chapter 2 The Art of Graphic Design	Design History: Art Deco in America	Try It	33
				Principles of Design	Expression: Fig. 2-33 Caption	50
			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 Review: Image Creation for Design	Writing About Art	105
			Chapter 4 The Design Process	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
			Chapter 6 Publications Design	Looking Back	Early Publications Design: Try It	173
				Newspapers	Style and Consistency: Try It	178
			Chapter 7 Advertising Design	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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				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
				Looking Back	Early Publications Design: Interdisciplinary Connection	173
			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
				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:Re7.1.IIa	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	17
				Design Brief: Mood Board for My Graphic Life	Create It	22
			Chapter 2 The Art of Graphic Design	Elements of Art	Shape and Form: Fig. 2-5 Caption	31
				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 Review: Advertising Design	Analyze	217
			Chapter 8 Information and Experience Design	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 5 Identity Design	Chapter Opener	Tips for Using the Opening Image	144
				How to...Simplify an Image	Design Extension	154
			Chapter 6 Publications Design	Chapter Opener	Tips for Using the Opening Image	170
				Design History: Magazine Design: Vogue	Teaching Tip	182
			Chapter 7 Advertising Design	Chapter Opener	Tips for Using the Opening Image	196
				Billboards	Teaching Tip	201
				Design Notes: A Media Guru on Reaching a Market	Teaching Tip	209

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			Chapter 8 Information and Experience Design	Chapter Opener	Tips for Using the Opening Image	218
				Design Notes: Road Culture	Teaching Tip	224
			Chapter 9 Design in Motion	Chapter Opener	Tips for Using the Opening Image	244
				Creating Motion Graphics	Making Your Work Stand Out: Inquiry	271
VA:Re7.2.IIa	Evaluate the effectiveness of an image or images to influence ideas, feelings, and behaviors of specific audiences.	SE	Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work	Portfolios: Online Portfolios: Design Extension	288
			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	Texture: Fig. 2-10 Caption	34
				Elements of Art	Color, Value, and Light: Color and Vision: Think Like a Designer	38
				Principles of Design	Symbolic Communication: Fig. 2-40 Caption	54
				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	Fig. 3-2 Caption	64
				Photography	Composition: Rule of Thirds: Fig. 3-40 Caption	89
				Chapter Review: Image Creation for Design	Evaluate	105
				Chapter Review: Image Creation for Design	Writing About Art	105
			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 History: The Evolution of the Poster	Fig. 4-25 Caption	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	143
				Chapter Review: The Design Process	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	169
				Chapter Review: Identity Design	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
				Newsletters	Fig. 6-18 Caption	183
			Chapter 7 Advertising Design	A Little Advertising History	Radio and Television: Discuss It	199

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				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
				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	Chapter Opener	Fig. 8-1 Caption	218
				Signage	Wayfinding: Fig. 8-12 Caption	226
				Charts, Diagrams, and Infographics	Fig. 8-15 Caption	228
				Design Fundamentals: Line	Discuss It	232
			Chapter 9 Design in Motion	Creating Motion Graphics	Telling a Good Story: Fig. 9-32 Caption	266
				Chapter Review: Design in Motion	Analyze	279
				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
		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
				Design Fundamentals: Space and Balance	Design Aesthetics	131
			Chapter 5 Identity Design	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
				Career Profile: Laura Savard	Inquiry	167
			Chapter 6 Publications Design	Chapter Opener	Tips for Using the Opening Image	170
				Looking Back	Early Publications Design: Interdisciplinary Connection	173
				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
				Ads for Television and Online Media	Teaching Tip	208
				Design Notes: A Media Guru on Reaching a Market	Link	209
				Design Notes: A Media Guru on Reaching a Market	Teaching Tip	209

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
VA:Re8.1.IIa	Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.	SE	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
			Chapter 9 Design in Motion	Handmade Animation	Using Still Photographs: Try It	259
				Creating Motion Graphics	Why Use Motion: Teaching Tip (2)	264
				Creating Motion Graphics	Making Your Work Stand Out: Inquiry	271
			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 2 The Art of Graphic Design	Chapter Review: What Is Graphic Design?	Apply	27
				Elements of Art	Line: Fig. 2-3 Caption	30
				Elements of Art	Space: Fig. 2-6 Caption	32
				Elements of Art	Space: Fig. 2-7 Caption	32
				Elements of Art	Color, Value, and Light: Properties of Color: Fig. 2-16 Caption	37
				Elements of Art	Color, Value, and Light: What Color Means: Fig. 2-19 Caption	39
				Principles of Design	Fig. 2-20 Caption	40
				Principles of Design	Balance: Fig. 2-21 Caption	41
				Principles of Design	Movement and Rhythm: Fig. 2-24	43
				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	Fig. 3-31 Caption	82
				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 Review: Image Creation for Design	Analyze	105
				Chapter Review: Image Creation for Design	Evaluate	105

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				Chapter Review: Image Creation for Design	Writing About Art	105
			Chapter 4 The Design Process	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	143
				Chapter Review: The Design Process	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 Review: Identity Design	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
				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	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
				Design Fundamentals: Line	Fig. 8-22 Caption	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	279

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page	
				Chapter Review: Design in Motion	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:Re9.1.1Ia	Determine the relevance of criteria used by others to evaluate a work of art or collection of works.		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	
VA:Cn10.1.1Ia	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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				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
				Design Components	Typography: Type Families: Think Like a Designer	126
				Design Components	Images: Photographs: Scans: Try It	133
				Design Brief: Identifying My Mix	Create It	138
				Design Brief: Identifying My Mix	Design Journal Connection	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	Interdisciplinary Connection	256
				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
				Design Is All Around You	Design History	4
		TE	Chapter 1 What Is Graphic Design	Design Is All Around You	Design History	4

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				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
				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:Cn11.1.1la	Compare uses of art in a variety of societal, cultural, and historical contexts and make connections to uses of art in contemporary and local	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

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

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
	contexts.		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	143
				Chapter Review: The Design Process	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	Fig. 8-2 Caption	220
				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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Advanced Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
VA:Cr1.1.IIIa	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
				Design Brief: PSA Metaphor in Motion	Before You Begin	273
			Chapter 10 Working as a Graphic Designer	Design Brief: A Design Team Project	Create It	315
		TE	Chapter 4 The Design Process	Design History: The Evolution of the Poster	Interdisciplinary Connection	124
			Chapter 5 Identity Design	Career Profile: Laura Savard	Inquiry	167
			Chapter 6 Publications Design	Magazines	Design Extension	180
			Chapter 8 Information and Experience Design	Maps	Map Design Principles: Inquiry	223
			Chapter 9 Design in Motion	Looking Ahead: Design in Motion	Teaching Tip	272
VA:Cr1.2.IIIa	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
				Design Brief: Club Communication	Create It	163
				Design Brief: Club Communication	Design Journal Connection	164
			Chapter 6 Publications Design	Design Brief: A Newsletter Design	Create It	190
			Chapter 7 Advertising Design	Space Ads	Try It	203
				How to...Design an Effective Banner Ad	Try It	206
		TE	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
			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
VA:Cr2.1.IIIa	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	Create It	137
			Chapter 5 Identity Design	Design Notes: Web Design	Try It	152
				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
		TE	Chapter 4 The Design Process	Design Brief: Identifying My Mix	Meeting Individual Student Needs	139
VA:Cr2.2.IIIa	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
				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 4 The Design Process	The Basic Steps	Research: Finding Inspiration: Teaching Tip (1)	111

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Advanced Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
				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	309
				Working Ethically	Using Images: Design Extension	312
				Design Brief: A Design Team Project	Before You Begin	315
VA:Cr2.3.IIIa	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
			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.IIIa	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	Check It	56
				Design Brief: A Simple Story: Capturing a Classic with Minimalism	Create It	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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Advanced Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			Chapter 7 Advertising Design	Design Brief: Poster for a School Event	Check It	212
				Design Brief: Poster for a School Event	Create It	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
			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
VA:Pr4.1.IIIa	Critique, justify, and present choices in the process of analyzing, selecting, curating, and presenting artwork for a specific exhibit or event.	SE	Chapter 10 Working as a Graphic Designer	Design Brief: A Design Team Project	Present It	316
			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
		TE	Chapter 10 Working as a Graphic Designer	Presenting Yourself and Your Work	Portfolios: Print Portfolios: Link	289
VA:Pr5.1.IIIa	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
		TE	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
			Chapter 3 Image Creation for Design	How to...Use Metadata to Organize Photos	Inquiry	96
VA:Pr6.1.IIIa	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	Before You Begin	21
				Design Brief: Mood Board for My Graphic Life	Create It	22
			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	Exhibit Design	Fig. 8-23 Caption	233

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Advanced Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
		TE	Design	Exhibit Design	Green Design: Try It	234
			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	129
				Design Brief: Identifying My Mix	Display	138
			Chapter 5 Identity Design	Identity Past and Present	Inquiry	146
				Graphics for Three-Dimensional Packaging	Album Covers: Inquiry	157
VA:Re7.1.IIIa	Analyze how responses to art develop over time based on knowledge of and experience with art and life.	SE	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
		TE	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
			Chapter 10 Working as a Graphic Designer	Chapter Opener	Tips for Using the Opening Image	280
VA:Re7.2.IIIa	Determine the commonalities within a group of artists or visual images attributed to a particular type of art, timeframe, or culture.	SE	Chapter 2 The Art of Graphic Design	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	Illusion and Reality: Abstraction: Try It	53
				Design Brief: A Simple Story: Capturing a Classic with Minimalism	Before You Begin	55
			Chapter 4 The Design Process	Design Components	Typography: Type Families: Think Like a Designer	126
				Design Components	Typography: Legibility: Try It	129
			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	Design Notes: Road Culture	Fig. 8-8 and Fig. 8-9 Caption	224
				Signage	Fig. 8-10 Caption	225
		TE	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 1 What Is Graphic Design	A Brief History	Into the Modern Age: Teaching Tip	11
				A Brief History	Graphic Design Today: Inquiry	14
			Chapter 2 The Art of Graphic Design	Principles of Design	Balance: Teaching Tip	41
				The Basic Steps	Research: Inquiry	110
			Chapter 4 The Design Process	The Basic Steps	Sketching: Design Aesthetics	115
				How to...Design with Type	Design Aesthetics	127
				Design Components	Typography: Legibility: Inquiry	129
				Identity Past and Present	Inquiry	146
			Chapter 5 Identity Design	Identity Past and Present	Inquiry	146
				Uniforms and Insignia	Design Aesthetics	159

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Advanced Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
			Chapter 6 Publications Design	Looking Back	Early Publications Design: Interdisciplinary Connection	173
				Newspapers	Style and Consistency: Interdisciplinary Connection	178
			Chapter 7 Advertising Design	A Little Advertising History	Design Aesthetics	198
				Design Fundamentals: Proportion and Scale	Advanced	204
				Ads for Television and Online Media	Teaching Tip	208
				Design Notes: A Media Guru on Reaching a Market	Teaching Tip	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.IIIa	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
			Chapter 6 Publications Design	Newspapers	Style and Consistency: Interdisciplinary Connection	178
VA:Re9.1.IIIa	Construct evaluations of a work of art or collection of works based on differing sets of criteria.	SE	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	106
				How to...Visualize by Sketching	Design Direction: Try It	118
				Design Components	Typography: Legibility: Try It	129
				Chapter Review: The Design Process	Analyze	143
				Chapter Review: The Design Process	Evaluate	143
			Chapter 5 Identity Design	Chapter Review: Identity Design	Evaluate	169
				Chapter Review: Identity Design	Writing About Art	169
			Chapter 6 Publications Design	Design Brief: A Newsletter Design	Design Journal Connection	190
				Chapter Review: Publications Design	Evaluate	195
			Chapter 7 Advertising Design	Chapter Review: Advertising Design	Writing About Art	217
			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
		TE	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
VA:Cn10.1.IIIa	Synthesize knowledge of social, cultural, historical, and personal life with art-	SE	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

Iowa Visual Arts Standards
Communicating through Graphic Design 2E: HS Advanced Correlations

Standard Code	Standard	Student or Teacher Edition	Chapter	Lesson	Subsection	Page
	making approaches to create meaningful works of art or design.		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
		TE	Chapter 3 Image Creation for Design	Design Brief: PSA Metaphor in Motion	Create It	274
				Illustration	Interdisciplinary Connection	64
			Chapter 4 The Design Process	Design History: The Golden Age of Comics	Teaching Tip	65
				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	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
			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.IIIa	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	105
				Chapter Review: Image Creation for Design	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	143
				Chapter Review: The Design Process	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
		TE	Chapter 10 Working as a Graphic Designer	Chapter Review: Working as a Graphic Designer	Analyze	321
			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 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