

Standards	PrintED Advertising and Design				
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Title	Communicating through Graphic Design 2E				
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Competency Area	Standard	Student Edition/ Teacher Edition	Page #	Lesson	
A. Orientation	1. Demonstrate keyboard typing proficiency; use of a digital dictionary; spell checker; automatic hyphenation; and, keyboard shortcuts.	SE	189-191	Design Brief: A Newsletter Design	
		SE	231	How to Create Effective Infographics	
		SE	292	How to Develop Your Résumé	
		SE	321	Chapter Review: Writing About Art	
	2. Define removable storage media.	SE	95	Managing Images: Archiving	
		SE	356	Photography: The Basic Image Workflow: Archive	
	3. Write a resume that includes three references.	SE	193	Career Profile: Careers	
		SE	292	How to Develop Your Résumé	
		SE	297	Finding a Job: Try It	
		SE	321	Chapter Review: Apply	
	4. Create an electronic portfolio.	SE	27	Chapter Review: For Your Portfolio	
		SE	288	Presenting Yourself and Your Work: Portfolios: Online Portfolios	
		SE	290	Presenting Yourself and Your Work: Portfolios: Developing Your Portfolio	
		SE	291	Design Fundamentals: Hierarchy in a Portfolio	
		TE	297	Finding a Job: Try It (TE)	
		TE	297	Finding a Job: Try It (TE)	
	5. Demonstrate knowledge of copyright, ethics, and intellectual property rights.	SE	97-98	Images and Ethics	
		SE	111	The Basic Steps: Research: Finding Inspiration	
		SE	132-133	Design Components: Images	
		SE	190	Design Brief: A Newsletter Design: Create It	
		SE	309-312	Working Ethically	
		SE	321	Chapter Review: Understand	
		TE	100	Design Brief: Songbook of Myself: Teaching Tips	
TE		138	Design Brief: Identifying My Mix: Create It (TE)		
B. Type		1. Illustrate x-height; mean-line; base-line; ascenders; descenders; serifs; leading; and, their roles in measuring and designing with type.	SE	125	Design Components: Typography: Fig. 4-27 Caption
			SE	127	How to Design with Type
	SE		130	How to Use Dummy Type	
	2. Illustrate caps; lowercase; uppercase; small caps; and, ligatures.	SE	126	Design Components: Typography: Type Families	
		SE	137-139	Design Brief: Identifying My Mix	
		SE	189-191	Design Brief: A Newsletter Design	
		TE	28	Chapter Opener: Tips for Using the Opening Image	
	3. Define dingbats; bullets; rules; glyphs; symbols; and, their uses in publications.	SE	54	Principles of Design: Symbolic Communication	
		SE	186-187	How to Set Up and Use Style Sheets	
		SE	349	Typefaces: Typeface Classifications	
		TE	28	Chapter Opener: Tips for Using the Opening Image	
	4. Distinguish between display (headline) types and body (text) type by their point sizes, styles, and uses.	SE	175	Books: Book Design Components	
		SE	176	Books: Book Design Components: Digital Book Design: Think Like a Designer	
		SE	179	Design Notes: Guide to the Front Page	
		SE	183	Newsletters	
		SE	185	Annual Reports	
		SE	186-187	How to Set Up and Use Style Sheets	
		SE	189-191	Design Brief: A Newsletter Design	

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	5. List the major type faces/font families and their uses.	SE	195	Chapter Review: Analyze	
		SE	205-206	How to Design an Effective Banner Ad	
		SE	126	Design Components: Typography: Type Families	
		SE	349	Typefaces: Typeface Classifications	
		SE	127	How to Design with Type	
		SE	128-129	Design Components: Typography: Legibility	
		SE	130	How to Use Dummy Type	
		SE	128-129	Design Components: Typography: Legibility	
		SE	130	How to Use Dummy Type	
		C. Page Layout	1. Select appropriate page layout software for a given job.	SE	127
SE	130			How to Use Dummy Type	
SE	135			The Path to a Final Product	
SE	137			Design Brief: Identifying My Mix: Materials	
SE	163			Design Brief: Club Communication: Materials	
SE	176			Books: Book Design Components: Digital Book Design: Note It	
SE	178			Newspapers: Style and Consistency: Note It	
SE	186-187			How to Set Up and Use Style Sheets	
SE	189			Design Brief: A Newsletter Design: Materials	
SE	211			Design Brief: Poster for a School Event: Materials	
	2. Set text with appropriate margins; formatting; gutters; and, proper leading.	SE	237	Design Brief: Mapping a Significant Place: Materials	
		SE	292	How to Develop Your Résumé: Try It	
		SE	175	Books: Book Design Components	
		SE	178	Newspapers: Style and Consistency	
		SE	186-187	How to Set Up and Use Style Sheets	
		SE	189	Design Brief: A Newsletter Design: Create It	
		SE	230-231	How to Design Effective Infographics	
		3. Prepare a series of hand drawn sketches or computer generated layouts incorporating appropriate marks (i.e., gutters, register marks, trim marks, fold lines, etc.).	SE	138	Design Brief: Identifying My Mix: Create It: Design Directions
			SE	152	Design Notes: Web Design: Try It
			SE	164	Design Brief: Club Communication: Create It: Sketching and Prototypes
SE	189		Design Brief: A Newsletter Design: Create It: Sketching/Design Directions		
SE	212		Design Brief: Poster for a School Event: Create It: Design Directions		
TE	32		Elements of Art: Space: Teaching Tip		
4. Design and produce a document using desired fonts; styles; margins; indents; tabs; and, colors.	SE	137-139	Design Brief: Identifying My Mix		
	SE	163-165	Design Brief: Club Communication		
	SE	186-187	How to Set Up and Use Style Sheets		
	SE	189-191	Design Brief: A Newsletter Design		
	SE	211-213	Design Brief: Poster for a School Event		
	SE	237-239	Design Brief: Mapping a Significant Place		
	SE	292	How to Develop Your Résumé: Try It		
	SE	315-317	Design Brief: A Design Team Project		
5. Proofread and edit using common editing marks. Make corrections/adjustments to copy on screen.	SE	190	Design Brief: A Newsletter Design: Create It: Create		
	SE	292	How to Develop Your Résumé: Try It		
	SE	321	Chapter Review: Writing About Art		
6. Create multiple page documents using text blocks; graphics; frame; and, headings using drop caps and wrap-a-rounds (run-a-rounds).	SE	186-187	How to Set Up and Use Style Sheets		
	SE	189-191	Design Brief: A Newsletter Design		
7. Create documents using grids; templates; master pages; paragraph style sheets; and, character style sheets.	SE	151-152	Design Notes: Web Design		
	SE	156	Graphics for Three-Dimensional Packaging: Templates: Try It		

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		SE	186-187	How to Set Up and Use Style Sheets
		SE	189-191	Design Brief: A Newsletter Design
		SE	230-231	How to Create Effective Infographics
		TE	174	Books: Advanced
		TE	185	Annual Reports: Teaching Tip
	8. Repurpose files for a print project for use in web design, and demonstrate appropriate file formats for web development.	SE	86	Photography: Image Workflow: Note It
		SE	93	Managing Images: Using Raster and Vector Images
		SE	94	Managing Images: Color Processes
		SE	151-152	Design Notes: Web Design
		SE	176	Books: Book Design Components: Digital Book Design
		TE	35	Elements of Art: Color, Value, and Light: Move About Colors for Screen and Print
		TE	183	Newsletters: Teaching Tip
	9. Demonstrate the proper procedures for printing a black/white proof or a color proof to a laser or inkjet printer.	SE	122	The Basic Steps: Last Steps
		SE	135-136	The Path to a Final Product
	10. List the advantages/disadvantages of hard proofing versus soft proofing.	SE	359	Prepress and Printing Basics: Final Comprehensives
	11. Preflight and package a native file.	SE	122	The Basic Steps: Last Steps
		SE	135	The Path to a Final Product
		SE	138	Design Brief: Identifying My Mix: Create It: Create
		SE	190	Design Brief: A Newsletter Design: Create It: Create
	12. Export a print-ready Portable Document Format (PDF) using page layout software.	SE	135-136	The Path to a Final Product
		SE	289	Presenting Yourself and Your Work: Portfolios: Print Portfolios: Note It
		SE	359	Prepress and Printing Basics: Preparing Final Digital Files
		TE	136	The Path to a Final Product: Teaching Tip
	13. Identify trim size; bleed size; and, live area of a project.	SE	174	Books: Try It
		SE	182	Design History: Magazing Design: Vogue
		TE	135	The Path to a Final Product: Teaching Tip
	14. Locate examples of ad sizes from publications (full page, half-page, and quarter-page ads).	SE	203	Space Ads
		SE	205-206	How to Design an Effective Banner Ad
	15. Demonstrate an understanding of file formats (ai, jpg, psd, gif, tif, indd, pdf, etc.) file organization, and file naming conventions.	SE	85	Photography: Format and Workflow: Image Formats
		SE	86	Photography: Image Workflow
		SE	92	Managing Images: Image File Formats
		SE	93	Managing Images: Using Raster and Vector Images
		SE	95	Managing Images: Archiving
SE		96	How to Use Metadata to Organize Photos	
SE		176	Books: Book Design Components: Digital Book Design	
SE		206	How to Design an Effective Banner Ad	
TE		56	Design Brief: A Simple Story: Teaching Tips	
TE		100	Design Brief: Songbook of Myself: Teaching Tips	
TE		212	Design Brief: Poster for a School Event: Teaching Tips	
16. Demonstrate various USPS design constraints and provide resources for more information on USPS requirements.	SE	207	Direct Mail: Try It	
	TE	153	Stationery: Links	
D. Image Capture	1. Capture digital images using a scanner and digital camera.	SE	55	Design Brief: A Simple Story
		SE	84	Photography: Using a Digital Camera: Try It
		SE	88	Photography: Viewpoint and Timing: Think Like a Designer
		SE	90	Photography: Lenses: Try It
		SE	99-101	Design Brief: Songbook of Myself

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		SE	133	Design Components: Images: Photographs/Scans
		SE	137-139	Design Brief: Identifying My Mix
		SE	163-165	Design Brief: Club Communication
		SE	203	Space Ads: Try It
		SE	259	Handmade Animation: Using Still Photographs: Try It
		SE	274	Design Brief: PSA Metaphor in Motion: Create It: Create
		TE	110	The Basic Steps: Research: Teaching Tip
	2. Demonstrate appropriate scanner/program operations for line artwork and continuous tone in both black/white and color.	SE	55	Design Brief: A Simple Story
		SE	99-101	Design Brief: Songbook of Myself
		SE	211-213	Design Brief: Poster for a School Event
		TE	115	The Basic Steps: Sketching: Teaching Tip
	3. Identify high/low resolution images and describe the uses of each.	SE	84	Photography: Using a Digital Camera: Pixels, Megapixels, and Resolution
		SE	86	Photography: Image Workflow
		SE	90	Photography: Lenses: Try It
		SE	92	Managing Images: Image File Formats: Raster and Vector Images
		SE	135	The Path to a Final Product
		SE	164	Design Brief: Club Communication: Create It: Create
		TE	97	Images and Ethics: Try It (TE)
	4. Download a digital image from a stock photography website or CD.	SE	97	Images and Ethics: Try It
		SE	190	Design Brief: A Newsletter Design: Create It: Create
		TE	133	Design Components: Photographs: Teaching Tip
		TE	312	Working Ethically: Using Images: Design Extension
	5. Scale a raster image using the proper settings in order to maintain the appropriate resolution for print or web.	SE	86	Photography: Image Workflow
		SE	164	Design Brief: Club Communication: Create It: Create
		SE	190	Design Brief: A Newsletter Design: Create It: Create
		SE	355	Photography: The Basic Image Workflow: Make decisions about size and resolution
	6. Edit a raster image by using color correction; tone control; cropping; and, scaling, etc.	SE	86	Photography: Image Workflow
		SE	89	Photography: Composition: Rule of Thirds
		SE	354-356	Photography: The Basic Image Workflow
	7. Demonstrate an understanding of additive and subtractive color, i.e., Red-Green-Blue (RGB) and Cyan-Magenta-Yellow-Key/black (CMYK).	SE	35-36	Elements of Art: Color, Value, and Light
		SE	94	Managing Images: Color Processes
		TE	35	Elements of Art: Color, Value, and Light: More About Color for Screen and Print
	E. Digital Illustration	1. Demonstrate an understanding of the differences between raster and vector files.	SE	92
SE			93	Managing Images: Using Raster and Vector Images
SE			353	Raster and Vector File Formats
2. Use the appropriate graphics program to create a design or logo using manipulated type (rotated, circled, extended, tints and fills, etc.)		SE	149	Symbols and Logos: Try It
		SE	153	Stationery: Try It
		SE	163-165	Design Brief: Club Communication
		TE	20	Design in a Nutshell: Teaching Tip/Design Critique
3. Create or trace drawings/photographs using a vector illustration program.		SE	55-57	Design Brief: A Simple Story
		SE	66	Illustration: Warming Up: Try It
		SE	72	Illustration: Exploring Other Illustration Media: Try It
		SE	90	Photography: Lenses: Try It
		SE	99-101	Design Brief: Songbook of Myself
		SE	211-213	Design Brief: Poster for a School Event
		SE	237-239	Design Brief: Mapping a Significant Place
4. Create or edit images in a raster based program using layers;		SE	55-57	Design Brief: A Simple Story

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	transparencies; layer modes; masks; and, selections, etc.	SE	99-101	Design Brief: Songbook of Myself
		SE	211-213	Design Brief: Poster for a School Event
		SE	237-239	Design Brief: Mapping a Significant Place
	5. Create a spot color illustration or logo using PMS or other color matching system, and view or print separations.	SE	360	Prepress and Printing Basics: Color Printing
F. Design Principles	1. Identify the basic principles of design (i.e., unity; contrast; proportion; balance; emphasis; and, rhythm).	SE	33	Art History: Art Deco in America: Try It
		SE	40-49	Principles of Design
		SE	51	How to Critique a Graphic Design: Try It
		SE	61	Chapter Review: Writing About Art
		SE	160	Design Fundamentals: Unity and Variety
		SE	184	Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption
		TE	110	The Basic Steps: Research: Teaching Tip
	2. Identify the basic elements of design (i.e., line; shape; direction; size; texture; value; and, color).	SE	30-39	Elements of Art
		SE	33	Art History: Art Deco in America: Try It
		SE	61	Chapter Review: Writing About Art
		SE	184	Design Fundamentals: Emphasis and Movement: Fig. 6-19 Caption
		SE	232	Design Fundamentals: Line
		TE	40	Principles of Design: Design Critique
		TE	110	The Basic Steps: Research: Teaching Tip
	3. Create thumbnails and rough drafts by sketching. Use markers or colored pencils to show color.	SE	55	Design Brief: A Simple Story: Create It: Sketching
		SE	99	Design Brief: Songbook of Myself: Create It: Sketching
		SE	115	The Basic Steps: Sketching
		SE	117	How to Visualize by Sketching
		SE	138	Design Brief: Identifying My Mix: Create It: Design Directions
		SE	164	Design Brief: Club Communication: Create It: Sketching and Prototypes
		SE	189	Design Brief: A Newsletter Design: Create It: Sketching
		SE	211	Design Brief: Poster for a School Event: Create It: Sketching
		SE	237	Design Brief: Mapping a Significant Place: Create It: Sketching
		SE	273	Design Brief: PSA Metaphor in Motion: Create It: Sketching
		SE	267	How to Create a Storyboard
		TE	20	Design in a Nutshell: Teaching Tip
		TE	149	Symbols and Logos: Teaching Tip-Try It
		4. Pitch a concept to demonstrate an understanding of the relationship between message; color; typography; images; and, layout.	SE	118-119
	SE		120	The Basic Steps: Comps/Client Review
	SE		138	Design Brief: Identifying My Mix: Create It: Review and Revision
	SE		164	Design Brief: Club Communication: Create It: Client Review and Revision
	SE		190	Design Brief: A Newsletter Design: Create It: Review and Revise
	SE		212	Design Brief: Poster for a School Event: Create It: Review and Revise
SE	238		Design Brief: Mapping a Significant Place: Create It: Review and Revise	
SE	316		Design Brief: A Design Team Project: Create It: Design Process	
TE	20		Design in a Nutshell: Teaching Tip	
5. Brainstorm keywords for a design concept based on customer need and target audience.	SE	113	The Basic Steps: Brainstorming: Try It	
	SE	137	Design Brief: Identifying My Mix: Create It: Brainstorm	
	SE	163	Design Brief: Club Communication: Create It: Brainstorm	
	SE	164	Design Brief: Club Communication: Design Journal Connection	
	SE	189	Design Brief: A Newsletter Design: Create It: Brainstorm	
		SE	211	Design Brief: Poster for a School Event: Create It: Brainstorm

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		SE	237	Design Brief: Mapping a Significant Place: Create It: Brainstorm
		SE	265	Creating Motion Graphics: Generating Ideas: Try It
		SE	273	Design Brief: PSA Metaphor in Motion: Create It: Research and Brainstorm
		SE	316	Design Brief: A Design Team Project: Create It: Design Process
		TE	114	A Case Study: Step 3: Brainstorming: Teaching Tip
		TE	149	Symbols and Logos: Teacing Tip-Try It
		TE	150	Design History: Paul Rand: Design Extension
	6. Demonstrate an understanding of color theory by describing primary, secondary, and tertiary colors including hue, tint, value and shade, and the effect of light and distance on color.	SE	35-39	Elements of Art: Color, Value, and Light
		SE	51	How to Critique a Graphic Design: Try It
		SE	91	Design Fundamentals: Color and Value
		SE	105	Chapter Review: Analyze
		SE	134	Design Components: Using Color
		SE	143	Chapter Review: Analyze
		SE	243	Chapter Review: Analyze
	7. Critique a layout to determine if it meets the customer's needs, and suggest improvements.	TE	75	Illustration: Showing Perspective: Teaching Tip
		SE	18	How to Give and Receive Feedback
		SE	51	How to Critique a Graphic Design: Try It
		SE	138	Design Brief: Identifying My Mix: Create It: Review and Revision/Check It
		SE	164	Design Brief: Club Communication: Create It: Client Review and Revision/Check It
		SE	190	Design Brief: A Newsletter Design: Create It: Review and Revise/Check It
		SE	292	How to Develop Your Résumé: Try It
		SE	321	Chapter Review: Writing About Art
		TE	34	Elements of Art: Texture: Design Critique
		TE	40	Principles of Design: Design Critique
		TE	149	Symbols and Logos: Design Critique
		TE	227	Design History: The 1968 Olympics: Design Critique
	8. Demonstrate an understanding of corporate identity including how branding affects consumer recognition.	TE	238	Design Brief: Mapping a Significant Place: Create It: Review and Revise/Check It
		SE	21-23	Design Brief: Mood Board for My Graphic Life
		SE	147	Identity Past and Present: The Growth of Branding
		SE	148	Ways to Show Identity: Think Like a Designer
		SE	149	Symbols and Logos: Try It
		SE	153	Stationery: Try It
		SE	157	Graphics for Three-Dimensional Packaging: Album Covers: Think Like a Designer
SE		159	Uniforms and Insignia: Think Like a Designer	
SE		163-165	Design Brief: Club Communication	
SE		169	Chapter Review	
9. Demonstrate an understanding of color relationships (complimentary, analogous, monochromatic, etc.)	TE	167	Career Profile: Inquiry	
	SE	36	Elements of Art: Color, Value, and Light: Color Schemes	
	SE	51	How to Critique a Graphic Design: Try It	
	SE	55-57	Design Brief: A Simple Story	
	SE	99-101	Design Brief: Songbook of Myself	
	SE	149	Symbols and Logos: Try It	
	SE	211-213	Design Brief: Poster for a School Event	
	SE	230-231	How to Create Effective Infographics	
	SE	234	Exhibit Design: Try It	
	SE	237-239	Design Brief: Mapping a Significant Place	
	TE	271	Creating Motion Graphics: Making Your Work Stand Out: Inquiry	

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	10. Create a storyboard to demonstrate a time-based concept.	SE	208	Ads for Television and Online Media: Try It
		SE	259	Handmade Animation: Using Still Photographs: Try It
		SE	266	Creating Motion Graphics: Telling a Good Story: Try It
		SE	267	How to Create a Storyboard
		SE	273-274	Design Brief: PSA Metaphor in Motion: Create It
		TE	208	Ads for Television and Online Media: Interdisciplinary Connection
		TE	262	Computer-Based Animation: Space and Time (Again): Try It (TE)
		TE	264	Creating Motion Graphics: Interdisciplinary Connection
		TE	270	Creating Motion Graphics: Sound: Interdisciplinary Connection