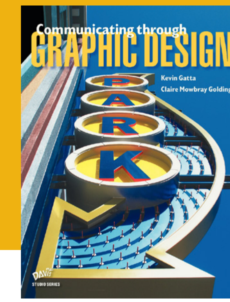
TEKS CTE Correlations

Course: §130.106 Graphic Design and Illustration I

Communicating through Graphic Design, Student Book



Communicating through Graphic Design, Student Book — **TEKS** — ● Correlation

LESSONS	Pages	1A	1B	1C	1D	1E	2A	2B	3A	3B	3C	3D	3E	3F	3G	4A	4B	5A	6A	7A	8A	8B	8C	8D
CHAPTER 1	2–3																							
Design is All Around You	4																							
A Brief History	5–14																							
What Does a Graphic Designer Do?	15																							
Why is Graphic Design Important?	16–17									●								●						
Design in a Nutshell	18–19																							
Studio Experience	20–22									●														
Chapter Review	23																							
CHAPTER 2	24–25																							
The Elements of Art	26–35						●											●	●					
The Principles of Design	36–47							●																
Studio Experience	48–50																							
Chapter Review	51																							
CHAPTER 3	52–53																							
The Basic Steps	54–67	●	●						●	●						●								
Design Components	68–77																							
The Path to Print	78–79																							
Studio Experience	80–82								●		●	●				●								
Chapter Review	83																							

LESSONS	Pages	9A	9B	9C	9D	9E	10A	11A	12A	12B	12C	13A	13B	13C	13D	14A	15A	15B	15C	15D	15E	15F	15G	15H
CHAPTER 1	2–3																							
Design is All Around You	4																							
A Brief History	5–14										●													
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Design in a Nutshell	18–19																							
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Chapter Review	23											●												
CHAPTER 2	24–25																							
The Elements of Art	26–35											●						●		●			●	
The Principles of Design	36–47									●			●			●			●					
Studio Experience	48–50															●		●	●	●				
Chapter Review	51											●				●								
CHAPTER 3	52–53																							
The Basic Steps	54–67															●								
Design Components	68–77									●		●		●		●			●					
The Path to Print	78–79																							●
Studio Experience	80–82																●	●	●	●			●	●
Chapter Review	83											●												

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LESSONS	Pages	1A	1B	1C	1D	1E	2A	2B	3A	3B	3C	3D	3E	3F	3G	4A	4B	5A	6A	7A	8A	8B	8C	8D	9A	9B	9C	9D	9E	10A	11A	12A	12B	12C	13A	13B	13C	13D	14A	15A	15B	15C	15D	15E	15F	15G	15H
CHAPTER 4	84–85																																														
Identity Past and Present	86–87																																														
Ways to Show Identity	88–97										●	●																											●				●				
Identity on the Web	98–99																																						●								
Studio Experience	100–102										●																												●	●	●	●	●				●
Chapter Review	103				●														●																				●							●	
CHAPTER 5	104–105																																														
Looking Back	106–107																																														
Books	108–109																																														
Newspapers	110–111														●			●															●	●												
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Annual Reports	118																																														
Transferring Print Media to the Web	119–121																																														
Studio Experience	122–124			●			●		●	●	●	●																		●	●								●	●	●	●	●			●	●
Chapter Review	125		●																												●								●								
CHAPTER 6	126–127																																														
A Little Advertising History	128–129																																														
Posters	130–131										●																													●		●					
Billboards	132–133																																						●								
Space Ads	134–135																																														
Direct Mail	136–137																																														
Radio and Television Ads	138–139																												●																		
Web Ads	140–141																																														
Studio Experience	142–144										●																									●			●	●	●	●	●			●	●
Chapter Review	145																												●																		

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LESSONS	Pages	1A	1B	1C	1D	1E	2A	2B	3A	3B	3C	3D	3E	3F	3G	4A	4B	5A	6A	7A	8A	8B	8C	8D	9A	9B	9C	9D	9E	10A	11A	12A	12B	12C	13A	13B	13C	13D	14A	15A	15B	15C	15D	15E	15F	15G	15H
CHAPTER 7	146–147																																														
A Look Back	148–149																																														
Maps	150–152																																														
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Charts and Diagrams	156–157																																														
Exhibit Design	158–160						●			●																																					
Transferring Information Design to the Web	161–163																																						●								
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Chapter Review	167						●	●																																							
CHAPTER 8	168–169																																														
A Short History	170–171																		●																												
Websites	172–180								●																														●			●					
Animation and Sound	181–182																																						●								
Games	183–187																																														
Studio Experience	188–190								●									●																					●	●	●	●	●				
Chapter Review	191																																	●			●		●							●	●
CAREER GUIDE	CG2–CG3																																														
What to Expect as a Graphic Designer	CG4–CG5		●																																												
Getting the Training You Need	CG6–CG7	●																																													
Presenting Yourself and Your Work	CG8–CG11				●		●											●																				●	●								●
Finding a Job	CG12–CG16			●											●																●																
Working in Design	CG17–CG29	●				●						●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●		●		●															
Studio Experience	CG30–CG34	●	●				●			●		●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●		●								●		●	●	●	●			●	●
Review	CG35	●		●	●														●												●	●	●									●					

(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:

(A) identify and participate in training, education, or certification for employment.

(B) identify and demonstrate positive work behaviors and personal qualities needed to be employable.

(C) demonstrate skills related to seeking employment to find and obtain a desired job.

(D) maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples.

(E) examine employment opportunities in entrepreneurship.

(2) The student applies academic knowledge and skills in art and design projects. The student is expected to:

(A) apply English language arts knowledge by demonstrating skills such as correct use of content, technical concepts, vocabulary, grammar, punctuation, and terminology to write and edit a variety of documents.

(B) apply mathematics knowledge and skills such as using whole numbers, decimals, fractions, and knowledge of arithmetic operations.

(3) The student understands professional communications strategies. The student is expected to:

(A) adapt language such as structure and style for audience, purpose, situation, and intent.

(B) organize oral and written information.

(C) interpret and communicate information.

(D) deliver formal and informal presentations.

(E) apply active listening skills

(F) listen to and speak with diverse individuals

(G) exhibit public relations skills

(4) The student understands and employs problem-solving methods. The student is expected to:

(A) employ critical-thinking skills independently and in groups.

(B) employ interpersonal skills in groups to solve problems.

(5) The student applies technology applications. The student is expected to:

(A) use personal information management, email, Internet, writing and publishing, and presentation applications for art and design projects.

(6) The student understands design systems. The student is expected to:

(A) analyze and summarize the history and evolution of related fields.

(7) The student applies cyber safety procedures. The student is expected to:

(A) implement personal and professional safety rules and regulations.

(8) The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:

(A) employ leadership skills.

(B) employ teamwork and conflict-management skills.

(C) conduct and participate in meetings.

(D) employ mentoring skills.

(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in graphic design and illustration. The student is expected to:

(A) exhibit ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas.

(B) discuss and apply copyright laws in relation to fair use and acquisition.

(C) model respect for intellectual property.

(D) demonstrate proper etiquette and knowledge of acceptable use policies.

(E) analyze the impact of the advertising and visual communication design industry on society.

(10) The student applies technical skills for efficiency. The student is expected to:

(A) employ planning and time-management skills to complete work tasks.

(11) The student develops an increasing understanding of graphic design and illustration. The student is expected to:

(A) research art and design career opportunities and qualifications.

(12) The student researches the history and evolution of art and design. The student is expected to:

(A) explain the history of visual arts and design.

(B) understand general characteristics in artwork from a variety of cultures.

(C) compare current visual arts technologies with historical technologies.

(13) The student conducts oral or written critiques of designs. The student is expected to:

(A) interpret, evaluate, and justify design decisions.

(B) apply a critical method of evaluation.

(C) communicate an oral or written defense.

(D) evaluate oral or written feedback.

(14) The student demonstrates an understanding of artistic design. The student is expected to:

(A) analyze and apply art elements and principles in photographic works, multimedia applications, and digital and print media.

(15) The student employs a creative design process to create original two- or three-dimensional projects. The student is expected to:

(A) create designs for defined applications.

(B) apply elements of design.

(C) apply design principles and typography.

(D) use good composition.

(E) demonstrate anatomical figure drawing.

(F) demonstrate drawing in one-point, two-point, and multi-point perspective.

(G) create a project by applying color.

(H) apply printing concepts.