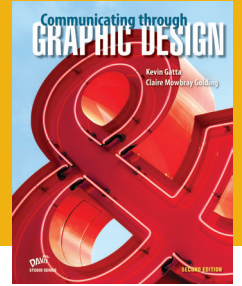




# TEKS CTE Correlations

## Communicating through Graphic Design 2E

Use this chart to identify exemplary lessons that match the TEKS. Additional matches can be found throughout the book.



Communicating through Graphic Design 2E, Student Edition		TEKS, Course: §130.108. Graphic Design and Illustration II																								Correlation
LESSONS	Pages	1A	1B	1C	1D	1E	2A	2B	3A	3B	4A	5A	6A	6B	6C	6D	7A	7B	7C	7D	7E	8A	9A	9B	9C	
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Design Brief: A Simple Story	55-57																									
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How to Use Metadata to Organize Photos	96																								
Images and Ethics	97-98											●						●							
Design Brief: Songbook of Myself	99-101								●																●
Career Profile: Nicole Tadgell	102-103																								
Chapter Review	105																						●	●	
<b>CHAPTER 4</b>	106-107																								
The Basic Steps	108-122			●					●													●			
A Case Study	109, 112, 114, 116, 121																								
How to Visualize by Sketching	117																								
Design History: The Evolution of the Poster	123-124																								
Design Components	125-134					●												●							
How to Design with Type	127							●																	
How to Use Dummy Type	130																								
Design Fundamentals: Space and Balance	131																								
The Path to a Final Product	135-136																								
Design Brief: Identifying My Mix	137-139								●													●			
Career Profile: Chris Calori	140-141																								
Chapter Review	143		●		●		●																		●
<b>CHAPTER 5</b>	144-145																								
Identity Past and Present	146-147																								
Ways to Show Identity	148																								
Symbols and Logos	149																								
Design History: Paul Rand	150																								
Design Notes: Web Design	151-152																								
Stationery	153													●											
How to Simplify an Image	154																								
Graphics for Three-Dimensional Packaging	155-157							●																	
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Design Brief: Club Communication	163–165								●	●			●	●						●		●				
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<b>CHAPTER 6</b>	170–171																									
Looking Back	172–173										●															
Books	174–176																									
Newspapers	177–178																									
Design Notes: Guide to the Front Page	179																									
Magazines	180																									
Design Notes: Anatomy of a Magazine Article	181																									
Design History: Magazine Design: <i>Vogue</i>	182																									
Newsletters	183														●											
Design Fundamentals: Emphasis and Movement	184																									
Annual Reports	185																									
How to Set Up and Use Style Sheets	186–187																									
Looking Ahead: Publications Design	188	●																								
Design Brief: A Newsletter Design	189–191						●		●	●		●	●	●	●			●		●					●	
Career Profile: Douglass Scott	192–193																									
Chapter Review	195					●																			●	
<b>CHAPTER 7</b>	196–197																									
A Little Advertising History	198–199										●															
Posters	200																									
Billboards	201																									
Design History: Shaking Up Madison Avenue	202																									
Space Ads	203																									
Design Fundamentals: Proportion and Scale	204																								●	
How to Design an Effective Banner Ad	205–206																									
Direct Mail	207																					●				
Ads for TV and Online Media	208																									
Design Notes: A Media Guru on Reaching a Market	209																									

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LESSONS	Pages	1A	1B	1C	1D	1E	2A	2B	3A	3B	4A	5A	6A	6B	6C	6D	7A	7B	7C	7D	7E	8A	9A	9B	9C	
Looking Ahead: Advertising	210										●										●					
Design Brief: Poster for a School Event	211–213														●					●		●			●	
Career Profile: Jason Calfo	214–215																									
Chapter Review	217						●														●			●		
<b>CHAPTER 8</b>	218–219																									
A Look Back	220–221										●															
Maps	222–223																									
Design Notes: Road Culture	224																									
Signage	225–226	●																								
Design History: The 1968 Olympics	227																									
Charts, Diagrams, and Infographics	228–229																									
How to Create Effective Infographics	230–231						●	●																		
Design Fundamentals: Line	232																									
Exhibit Design	233–234																									
Experience Design	235																									
Looking Ahead: Information and Experience Design	236																									
Design Brief: Mapping a Significant Place	237–239							●	●													●			●	
Career Profile: Maya Rhinehart	240–241																									
Chapter Review	243							●																		
<b>CHAPTER 9</b>	244–245																									
A Brief History of Motion	246–247																									
Motion Fundamentals	248–255																									
Design Fundamentals: Animation Principles	250–251																									
How to Animate a Human Action	253–254																									
How to Plan Timing and Spacing	256–257																									
Handmade Animation	258–259								●	●																
Design History: Lotte Reiniger’s Silhouette Animations	260																									
Computer-Based Animation	261–263																									
Creating Motion Graphics	264–271																									
How to Create a Storyboard	267																									
Design Notes: Game Design	268																									

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LESSONS	Pages	1A	1B	1C	1D	1E	2A	2B	3A	3B	4A	5A	6A	6B	6C	6D	7A	7B	7C	7D	7E	8A	9A	9B	9C
Looking Ahead: Design in Motion	272																								
Design Brief: PSA Metaphor in Motion	273–275								●													●			●
Career Profile: Karin Fong	276–277																								
Chapter Review	279																						●		
<b>CHAPTER 10</b>	280–281																								
What to Expect as a Graphic Designer	282–285		●										●	●			●		●						
Design History: The Design Profession	284																								
Getting the Training You Need	286–287	●																			●				
Presenting Yourself and Your Work	288–290			●	●																				
Design Fundamentals: Hierarchy in a Portfolio	291				●																				
How to Develop Your Résumé	292			●			●																		
Finding a Job	293–298	●		●		●																			
How to Evaluate Job Offers	299			●																					
Working in Design	300–307		●	●		●			●	●			●	●	●	●						●			
Keeping Up with the Graphic Design Industry	308	●									●														
Working Ethically	309–312											●					●	●	●	●					
Cybersecurity	313											●					●		●						
Looking Ahead: Working as a Graphic Designer	314																								
Design Brief: A Design Team Project	315–317		●						●	●		●	●	●	●	●	●		●	●		●			
Career Profile: Tyler Kemp-Benedict	318–319																								
Chapter Review	321			●	●	●	●				●								●	●	●		●		

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LESSONS	Pages	1A	1B	1C	1D	1E	2A	2B	3A	3B	4A	5A	6A	6B	6C	6D	7A	7B	7C	7D	7E	8A	9A	9B	9C
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Chapter Review	105																						●	●	

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LESSONS	Pages	1A	1B	1C	1D	1E	2A	2B	3A	3B	4A	5A	6A	6B	6C	6D	7A	7B	7C	7D	7E	8A	9A	9B	9C	
<b>CHAPTER 4</b>	106–107																									
The Basic Steps	108–122			●			●		●								●	●	●	●		●				
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Design Brief: Identifying My Mix	137–139								●			●						●				●				
Career Profile: Chris Calori	140–141																									
Chapter Review	143		●		●		●																	●		
<b>CHAPTER 5</b>	144–145																									
Identity Past and Present	146–147										●															
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Symbols and Logos	149																					●		●		
Design History: Paul Rand	150								●	●			●	●												
Design Notes: Web Design	151–152																					●				
Stationery	153														●											
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Graphics for Three-Dimensional Packaging	155–157							●																		
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<b>CHAPTER 6</b>	170–171																									
Looking Back	172–173										●															
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Design Brief: A Newsletter Design	189–191						●		●	●		●	●	●	●			●		●					●	
Career Profile: Douglass Scott	192–193			●																						
Chapter Review	195					●																			●	
<b>CHAPTER 7</b>	196–197																									
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Signage	225–226	●																							
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## TEKS Descriptions

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

- (A)** participate in training, education, or certification for employment.
- (B)** demonstrate positive work behaviors and personal qualities needed to be employable.
- (C)** demonstrate skills related to seeking and applying for employment to find and obtain a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills.
- (D)** maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples.
- (E)** demonstrate skills in evaluating and comparing employment opportunities.

**(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 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.

**(4)** The student applies knowledge of design systems. The student is expected to:

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

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

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

**(6)** 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.

**(7)** The student applies ethical decision making and complies with laws regarding use of technology in art and design. The student is expected to:

- (A)** exhibit ethical conduct.
- (B)** apply copyright laws.
- (C)** model respect for intellectual property.
- (D)** demonstrate proper etiquette and knowledge of acceptable use policies.
- (E)** identify the impact of the advertising and visual communication design industry on society.

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

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

**(9)** The student develops an advanced understanding of graphic design and illustration. The student is expected to:

- (A)** interpret, evaluate, and justify design decisions.
- (B)** participate in oral or written critiques of designs by applying a critical method of evaluation.
- (C)** identify and apply art elements and principles to designs and illustrations.