

South Carolina CTE  
 Communicating through Graphic Design 2E  
 Digital Art and Design 1, 2, 3, and 4 Correlations

<b>PUBLISHER</b>	Davis Publications, Inc.			
<b>PROGRAM TITLE</b>	Communicating through Graphic Design 2E			
<b>PROGRAM ISBN</b>	978-16152-8971-4			
<b>Level</b>	Digital Art and Design 1, 2, 3, and 4			
<b>Course Codes</b>	6120, 6121, 6122, 6123			
<b>Content Area</b>	<b>Criteria</b>	<b>SE or TE</b>	<b>Page</b>	<b>Reference (Lesson)</b>
<b>A. Safety</b>	1. Identify lab policies and procedures.	TE	T8-T10	Designing a Digital Studio
		SE	354-356	Handbook: Illustration and Photography: Photography: The Basic Image Workflow
	2. Identify lab equipment.	TE	T8-T10	Designing a Digital Studio
		SE	346-349	Handbook: Basic Design Tools
	3. Identify contact information for classroom emergencies.			
	4. Demonstrate safety procedures used in digital art and design program including safe body mechanics and ergonomics.	TE	T10	Designing a Digital Studio: Environment and Safety Considerations
5. Identify all fire exits.				
<b>B. Student Organizations</b>	1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).	SE	49	Principles of Design: Contrast: Career Tip
		SE	308	Keeping Up with the Graphic Design Industry
	2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.	SE	49	Principles of Design: Contrast: Career Tip
		SE	308	Keeping Up with the Graphic Design Industry
	3. Explain the benefits and responsibilities of being a member of a CTSO.	SE	49	Principles of Design: Contrast: Career Tip
		SE	308	Keeping Up with the Graphic Design Industry
	4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.	SE	49	Principles of Design: Contrast: Career Tip
		SE	308	Keeping Up with the Graphic Design Industry
	5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.	SE	49	Principles of Design: Contrast: Career Tip
		SE	308	Keeping Up with the Graphic Design Industry
<b>C. Legal Requirements and Ethical Considerations</b>	1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.	SE	163-164	Chapter 5 Identity Design: Design Brief: Club Communication
		SE	211-212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event
	2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.	SE	91	Chapter 3 Image Creation for Design: Design Fundamentals: Color and Value: Career Tip
		SE	313	Chapter 10 Working as a Graphic Designer: Cybersecurity
	3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.	SE	309-312	Chapter 10 Working as a Graphic Designer: Working Ethically
		SE	313	Chapter 10 Working as a Graphic Designer: Cybersecurity
	4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; cyberbullying; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).	SE	97-98	Chapter 3 Image Creation for Design: Images and Ethics
		SE	309-312	Chapter 10 Working as a Graphic Designer: Working Ethically
	5. Discuss legal issues and the terms of use (e.g., plagiarism) related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.	SE	97-98	Chapter 3 Image Creation for Design: Images and Ethics
		SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Understand
	6. Define differences between classroom and professional practices in regard to copyrights.	SE	97-98	Chapter 3 Image Creation for Design: Images and Ethics
		SE	309-312	Chapter 10 Working as a Graphic Designer: Working Ethically
	7. Define the impact of the Americans with Disabilities Act and other civil rights legislation on a business/organization, its employees, and its customers.	SE	301-304	Chapter 10 Working as a Graphic Designer: Working in Design: Working for a Design Agency
SE		305-307	Chapter 10 Working as a Graphic Designer: Working in Design: Working as a Freelance Graphic Designer	

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	8. Analyze accessibility laws and their impact on the end-user.	SE	38	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: Color and Vision: Think Like a Designer
		SE	310	Chapter 10 Working as a Graphic Designer: Working Ethically: Try It
	9. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.	SE	313	Chapter 10 Working as a Graphic Designer: Cybersecurity
		TE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Before You Begin
	10. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.	SE	313	Chapter 10 Working as a Graphic Designer: Cybersecurity
		TE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Before You Begin
<b>D. Personal Qualities and Employability Skills</b>	1. Demonstrate punctuality.	SE	163-164	Chapter 5 Identity Design: Design Brief: Club Communication
		SE	315-317	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project
	2. Demonstrate self-representation.	SE	282-283	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Graphic Designer
		SE	285	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Good Employee
	3. Demonstrate work ethic.	SE	282-283	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Graphic Designer
		SE	285	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Good Employee
	4. Demonstrate respect.	SE	282-283	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Graphic Designer
		SE	285	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Good Employee
	5. Demonstrate time management.	SE	101	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Rubric: Work Process
		SE	139	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Rubric: Work Process
	6. Demonstrate integrity.	SE	189-191	Chapter 6 Publications Design: Design Brief: A Newsletter Design
		TE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teachign Tips
	7. Demonstrate leadership.	SE	317	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Rubric: Prepare
TE		165	Chapter 5 Identity Design: Design Brief: Club Communication: Rubric: Meeting Individual Student Needs	
8. Demonstrate teamwork and collaboration.	SE	163-165	Chapter 5 Identity Design: Design Brief: Club Communication	
	SE	315-317	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project	
9. Demonstrate conflict resolution.	SE	303	Chapter 10 Working as a Graphic Designer: Working in Design: Working for a Design Agency: Working with Colleagues	
	SE	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Check It	
10. Demonstrate perseverance.	SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event	
	SE	273-275	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion	
11. Demonstrate commitment.	SE	237-239	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place	
	SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: For Your Portfolio	
12. Demonstrate a healthy view of competition.	TE	213	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Display	
	SE	272	Chapter 9 Design in Motion: Looking Ahead: Career Tip	
13. Demonstrate a global perspective.	SE	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue: Try It	
	SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Analyze	

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	14. Demonstrate health and fitness.	SE	44	Chapter 2 The Art of Graphic Design: Principles of Design: Visual Paths: Try It
		SE	81	Chapter 3 Image Creation for Design: Illustration: The Human Figure: Using Models: Try It
	15. Demonstrate self-direction.	SE	239	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Rubric: Work Process
		TE	283	Chapter 10 Working as a Graphic Designer: What to Expect as a Graphic Designer: Portrait of a Graphic Designer: Try It
	16. Demonstrate lifelong learning.	SE	286-287	Chapter 10 Working as a Graphic Designer: Getting the Training You Need
		SE	308	Chapter 10 Working as a Graphic Designer: Keeping Up with the Graphic Design Industry
<b>E. Professional Knowledge</b>	1. Demonstrate effective speaking and listening skills.	SE	18	Chapter 1 What Is Graphic Design?: How to Give and Receive Feedback
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It: 5 Review and Revise
	2. Demonstrate effective reading and writing skills.	SE	105	Chapter 3 Image Creation for Design: Chapter Review: Writing About Art
		TE	64	Chapter 3 Image Creation for Design: Illustration: Interdisciplinary Connection: English
	3. Demonstrate mathematical reasoning.	TE	31	Chapter 2 The Art of Graphic Design: Elements of Art: Shape and Form: Interdisciplinary Connection: Geometry
		TE	222	Chapter 8 Information and Experience Design: Maps: Interdisciplinary Connection: Math
	4. Demonstrate job-specific mathematics skills.	SE	156	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Templates: Try It
		SE	237	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 2 Sketching
	5. Demonstrate critical-thinking and problem-solving skills.	TE	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Colors Mean: Inquiry
		SE	137-138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Before You Begin/Create It
	6. Demonstrate creativity and resourcefulness.	SE	55-57	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism
		SE	273-275	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion
	7. Demonstrate an understanding of business ethics.	TE	17	Chapter 1 What Is Graphic Design?: Why Is Graphic Design Important?: Inquiry
	SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Understand	
8. Demonstrate confidentiality.	SE	313	Chapter 10 Working as a Graphic Designer: Cybersecurity	
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.	SE	301-304	Chapter 10 Working as a Graphic Designer: Working in Design: Working for a Design Agency	
	SE	305-307	Chapter 10 Working as a Graphic Designer: Working in Design: Working as a Freelance Graphic Designer	
10. Demonstrate diversity awareness.	SE	304	Chapter 10 Working as a Graphic Designer: Working in Design: Working for a Design Agency: Working with Clients	
	SE	367	Handbook: Preparing for a Career in Graphic Design: Starting Your Career: Working with Clients	
11. Demonstrate job acquisition and advancement skills.	SE	293-298	Chapter 10 Working as a Graphic Designer: Finding a Job	
	SE	299	Chapter 10 Working as a Graphic Designer: How to Evaluate Job Offers	
12. Demonstrate task management skills.	SE	165	Chapter 5 Identity Design: Design Brief: Club Communication: Rubric: Work Process	
	SE	213	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Rubric: Work Process	
13. Demonstrate customer-service skills.	SE	163	Chapter 5 Identity Design: Design Brief: Club Communication: Create It: 1. Emphasize and Define the Challenge/2 Research/5 Client Review and Revision	
	SE	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Check It	
<b>F. Basic Drawing Skills and Media Exposure</b>	1. Create line drawings.	SE	67	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Seeing Shapes: Try It
		SE	117	Chapter 4 The Design Process: How to Visualize by Sketching

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	2. Design compositions.	SE	55-57	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism	
		SE	99-101	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself	
	3. Render artwork using pencil.	SE	69	Chapter 3 Image Creation for Design: Illustration: Observational Drawing: Drawing Forms: Try It	
		SE	72	Chapter 3 Image Creation for Design: Illustration: Exploring Other Illustration Media: Think Like a Designer	
	4. Construct a color chart for color theory and harmony.	SE	35-37	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: Color Schemes/Properties of Color	
		SE	39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: What Colors Mean: Try It	
	5. Create thumbnails and rough sketches.	SE	115	Chapter 4 The Design Process: The Basic Steps: Sketching	
		SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 2 Sketching	
	6. Prepare photos and artwork for reproduction.	SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow	
		SE	135-136	Chapter 4 The Design Process: The Path to a Final Product	
	7. Prepare compositional layout.	SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It: 5 Create	
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It: 6 Create	
	8. Prepare electronic proofs.	SE	135	Chapter 4 The Design Process: The Path to a Final Product	
		SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It: 4 Sketcing and Prototypes/5 Client Review and Revision	
	9. Identify various printing processes.	SE	7-10	Chapter 1 What Is Graphic Design?: A Brief History: Early Printing/Design History/The Industrial Revolution/Photography	
		SE	359-363	Handbook: Prepress and Printing Basics	
	<b>G. Typography</b>	1. Identify various forms and styles of typography.	SE	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer
			TE	125	Chapter 4 The Design Process: Design Components: Typography: Teaching Tips
		2. Illustrate x-height, mean-line, base-line, ascenders, descenders, serifs, and leading, as well as their roles in measuring and designing with type.	SE	125	Chapter 4 The Design Process: Design Components: Typography
SE			127	Chapter 4 The Design Process: How to Design with Type	
3. Illustrate caps, lowercase, uppercase, small caps, and ligatures.		TE	28	Chapter 2 The Art of Graphic Design: Chapter Opener: Tips for Using the Opening Image	
		SE	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer	
4. Define dingbats, bullets, rules, glyphs, and symbols, plus their uses in publications.		SE	54	Chapter 2 The Art of Graphic Design: Principles of Design: Symbolic Communication: Think Like a Designer	
		SE	349	Handbook: Basic Design Tools: Typefaces	
5. Distinguish between display (headline) type and body (text) type by their point sizes, styles, and uses.		SE	175	Chapter 6 Publications Design: Books: Book Design Components	
		SE	179	Chapter 6 Publications Design: Design Notes: Guide to the Front Page	
6. List the major typefaces/font families and their uses.		SE	126	Chapter 4 The Design Process: Design Components: Typography: Type Families: Think Like a Designer	
		SE	349	Handbook: Basic Design Tools: Typefaces	
7. Explain letter spacing, tracking, kerning, baseline shift, and horizontal scale.		SE	127	Chapter 4 The Design Process: How to Design with Type	
		SE	128-129	Chapter 4 The Design Process: Design Components: Typography: Legibility	
8. Demonstrate the type arrangements: flush left–ragged right, flush right–ragged left, centered, justified, force justified, and widows and orphans.		SE	128-129	Chapter 4 The Design Process: Design Components: Typography: Legibility	
	SE	130	Chapter 4 The Design Process: How to Use Dummy Type		

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<b>H. Pre-Production Practices</b>	1. Demonstrate the ability to communicate with industry-appropriate language (e.g., signatures, mock-up, two-up, media, substrates).	SE	135-136	Chapter 4 The Design Process: The Path to a Final Product
		SE	359-363	Handbook: Prepress and Printing Basics
	2. Demonstrate skills used when meeting with clients.	SE	163-164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It: 1. Emphathize and Define the Challenge/2 Research/5 Client Review and Revision
		SE	211-212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Before You Begin/Create It: 4 Review and Revise/5 Create
	3. Demonstrate project management skills to estimate costs and establish a budget.	TE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Design Extension
		SE	307	Chapter 10 Working as a Graphic Designer: Working in Design: Working as a Freelance Graphic Designer: Make a realistic budget
	4. List practices used to schedule project workflow.	SE	306	Chapter 10 Working as a Graphic Designer: Working in Design: Working as a Freelance Graphic Designer: Planning and Managing Projects
		TE	307	Chapter 10 Working as a Graphic Designer: Working in Design: Working as a Freelance Graphic Designer: Teaching Tip
	5. State the importance of obtaining approval/sign-off.	SE	120	Chapter 4 The Design Process: The Basic Steps: Client Review
		SE	367	Handbook: Preparing for a Career in Graphic Design: Starting Your Career: Working with Clients
	6. Demonstrate best practices in concept development including layout and copy.	SE	118	Chapter 4 The Design Process: The Basic Steps: Design Direction
		SE	189-190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It
	7. Maintain an ongoing sketch book/notebook.	SE	111	Chapter 4 The Design Process: The Basic Steps: Research: Finding Inspiration: Think Like a Designer
		SE	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Design Journal Connection
	8. Produce draft quality drawings, including thumbnail drawings and rough sketches (integral to the creative process).	SE	99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It: 2 Sketching
		SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 2 Sketching
	9. Produce a comprehensive layout (integral to the creative process).	SE	120	Chapter 4 The Design Process: The Basic Steps: Comps
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It: 4 Design Directions
	10. Brainstorm a design concept based on customer need and target audience.	SE	163	Chapter 5 Identity Design: Design Brief: Club Communication: Before You Begin/Create It: 2 Research
		SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Before You Begin/Create It: 1 Brainstorm
11. Demonstrate an understanding of the relationship between message, color, typography, images, and layout.	SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Check It	
	SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Check It	
12. Demonstrate an understanding of corporate identity including how branding affects consumer recognition.	SE	149	Chapter 5 Identity Design: Symbols and Logos: Try It	
	SE	169	Chapter 5 Identity Design: Chapter Review: Recall/Writing About Art	
13. Explain color theory as it applies to design: additive, subtractive, CMYK, RGB, and Web safe.	SE	35-39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light	
	SE	94	3 Image Creation for Design: Managing Images: Color Processes	
14. Demonstrate an understanding of color theory by describing primary, secondary, and tertiary colors including hue, saturation, and lightness.	SE	35-39	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light	
	SE	91	Chapter 3 Image Creation for Design: Design Fundamentals: Color and Value	
15. Demonstrate appropriate use of space (positive vs. negative; size and proportion).	SE	32	Chapter 2 The Art of Graphic Design: Elements of Art: Space	
	SE	48	Chapter 2 The Art of Graphic Design: Principles of Design: Proportion	
16. Identify elements of design: line, shape, form, space, texture, value, and color.	SE	30-39	Chapter 2 The Art of Graphic Design: Elements of Art	
	SE	61	Chapter 2 The Art of Graphic Design: Chapter Review: For Your Portfolio	
17. Identify principles of design: contrast, unity, repetition, rhythm, balance, emphasis, and proportion.	SE	40-49	Chapter 2 The Art of Graphic Design: Principles of Design	
	SE	61	Chapter 2 The Art of Graphic Design: Chapter Review: For Your Portfolio	

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<b>I. Production Practices</b>	1. List procedures used to ensure proper execution of a production plan include keeping time log.	SE	135-136	Chapter 4 The Design Process: The Path to a Final Product
		SE	306-307	Chapter 10 Working as a Graphic Designer: Working in Design: Working as a Freelance Graphic Designer
	2. Demonstrate various United States Postal Service (USPS) design constraints and provide resources for more information on USPS	TE	153	Chapter 5 Identity Design: Stationery: Links
		SE	207	Chapter 7 Advertising Design: Direct Mail
	3. Demonstrate various electronic media design platforms.	SE	186-187	Chapter 6 Publications Design: How to Set Up and Use Style Sheets
		SE	261-263	Chapter 9 Design in Motion: Computer-Based Animation
	4. Describe techniques used to monitor, review, and adjust production schedule as necessary to meet quality standards.	SE	122	Chapter 4 The Design Process: The Basic Steps: Last Steps
		SE	135-136	Chapter 4 The Design Process: The Path to a Final Product
	5. Choose appropriate design software applications to create art for end use.	SE	99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It: 5 Create
		SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It: 6 Create
	6. Create original production pieces, meeting goals, timeline, and elements of style and design.	SE	213	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Rubric
		SE	317	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Rubric
	7. Demonstrate appropriate editing, proofing (spelling/grammar), and journalism skills.	SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It: 6 Create
		SE	230-231	Chapter 8 Information and Experience Design: How to Create Effective Infographics
8. Demonstrate procedures to prepare work for presentation (mounting, craftsmanship, digital portfolio).	TE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Display	
	SE	288-290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios	
9. Critique a layout to determine if it meets the customer's needs, and suggest improvements.	SE	212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 4 Review and Revise	
	TE	20	Chapter 1 What Is Graphic Design?: Design in a Nutshell: 4 Present a Direction: Teaching Tip/Design Critique/Meeting Individual Student Needs	
10. Collaborate with others to design and produce a finished project.	SE	163-165	Chapter 5 Identity Design: Design Brief: Club Communication	
	SE	315-317	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project	
11. Utilize the critique and refinement strategy as part of the design process to achieve project goals.	SE	212	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 4 Review and Revise	
	SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 4 Review and Revise	
12. Evaluate the work of others, drawing on design principles and project goals, to provide clear, specific, and constructive feedback.	SE	18	Chapter 1 What Is Graphic Design?: How to Give and Receive Feedback	
	SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Check It	
13. Perform proportionate reasoning to estimate quantities, such as determining the appropriate scale of an image for a given sheet size.	SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Check It	
	SE	237	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 2 Sketching	
14. Recognize and utilize size, weight, quantities, type, and amount of paper necessary for fulfilling a job order.	TE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Design Extension	
	SE	363	Handbook: Prepress and Printing Basics: Paper	
<b>J. Photographic Principles</b>	1. Distinguish between digital and conventional photography.	SE	83	Chapter 3 Image Creation for Design: Photography: How Photography Works
		SE	84	Chapter 3 Image Creation for Design: Photography: Using a Digital Camera
	2. Utilize design elements and apply photographic composition techniques (e.g., rule of thirds, point-of-view, framing).	SE	87-89	Chapter 3 Image Creation for Design: Photography: Composition
		TE	89	Chapter 3 Image Creation for Design: Photography: Composition: Rule of Thirds: Teaching Tip/Design Aesthetics
	3. Capture digital images using a scanner and other digital devices.	SE	90	Chapter 3 Image Creation for Design: Photography: Lenses: Try It
		SE	133	Chapter 4 The Design Process: Design Components: Images: Scans: Try It
	4. Demonstrate appropriate scanner/program operations for line artwork and continuous tone in both black/white and color.	TE	55	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Materials (TE)
		TE	99	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Materials (TE)

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	5. Identify high/low resolution images and describe the uses of each.	SE	84	Chapter 3 Image Creation for Design: Photography: Using a Digital Camera: Pixels, Megapixels, and Resolution
		SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow
	6. Download/upload a digital image from various sources.	SE	87	Chapter 3 Image Creation for Design: Images and Ethics: Copyright: Try It
		SE	98	Chapter 3 Image Creation for Design: Images and Ethics: Licensing: Try It
	7. Scale and transform images proportionally (maintain aspect ratio) using the proper settings in order to maintain the appropriate resolution for output.	SE	92	Chapter 3 Image Creation for Design: Managing Images: Image File Formats: Raster and Vector Images
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Check It
	8. Apply camera modes, light and color principles, image stabilization, exposure, shutter speed, and aperture.	SE	83	Chapter 3 Image Creation for Design: Photography: How Photography Works
		SE	88	Chapter 3 Image Creation for Design: Photography: Composition: Viewpoint and Timing: Think Like a Designer
	9. Describe file storage in memory cards and estimate the number of photographs a memory card can hold based on the resolution of the photographs and other factors (e.g., fine, large, megapixels, raw, etc.).	SE	85	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Formats: JPEG, TIFF, and RAW
		SE	93	Chapter 3 Image Creation for Design: Managing Images: Image File Formats: Raster and Vector Images
	10. Define and explain white balance, positive and negative space, depth of field, and shutter speed.	SE	83	Chapter 3 Image Creation for Design: Photography: How Photography Works
SE		87	Chapter 3 Image Creation for Design: Photography: Composition: Subject and Setting	
11. Read and interpret instructional narratives, such as technical manuals, to perform basic photographic techniques.	SE	83	Chapter 3 Image Creation for Design: Photography: How Photography Works	
	SE	84	Chapter 3 Image Creation for Design: Photography: Using a Digital Camera: Pixels, Megapixels, and Resolution	
<b>K. Document Layout: Adobe InDesign</b>	1. Define and utilize units of measure and proper uses of each (e.g., points, pixels, and/or inches).	SE	127	Chapter 4 The Design Process: How to Design with Type
		SE	136	Chapter 4 The Design Process: The Path to a Final Product: Many Design Outcomes: Note It
	2. Import copy from a word processing program and format in a page layout program.	TE	176	Chapter 6 Publications Design: Books: Digital Book Design: Teaching Tip
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It: 6 Create
	3. Set text with appropriate margins, alignment, formatting, gutters, and proper leading.	SE	127	Chapter 4 The Design Process: How to Design with Type
		SE	181	Chapter 6 Publications Design: Design Notes: Anatomy of a Magazine Article
	4. Design and produce a document using desired fonts, styles, margins, indents, tabs, and colors.	SE	186-187	Chapter 6 Publications Design: How to Set Up and Use Style Sheets
		SE	189-191	Chapter 6 Publications Design: Design Brief: A Newsletter Design
	5. Create multiple page documents using text blocks, graphics, frames, and headings using drop caps and wrap-a-rounds (run-a-rounds).	SE	186-187	Chapter 6 Publications Design: How to Set Up and Use Style Sheets
		SE	189-191	Chapter 6 Publications Design: Design Brief: A Newsletter Design
	6. Create documents using grids, templates, master pages, paragraph style sheets, and character style sheets.	SE	185	Chapter 6 Publications Design: Annual Reports: Teaching Tip
		SE	186-187	Chapter 6 Publications Design: How to Set Up and Use Style Sheets
7. Determine appropriate size, resolution, and format of images before placing, embedding, and/or linking into a document.	SE	85-86	Chapter 3 Image Creation for Design: Photography: Format and Workflow	
	SE	92-93	Chapter 3 Image Creation for Design: Managing Images	
8. Perform pre-flight, package, and compress files to transport to third party. Identify and resolve problems that may occur including resolution, overset text, missing fonts, missing graphics, number of inks, etc.	TE	135-136	Chapter 4 The Design Process: The Path to a Final Product: Teaching Tips	
	SE	359	Handbook: Prepress and Printing Basics: Prepress/Preparing Final Digital Files	
9. Export print-ready Portable Document Format (PDF) using page layout software.	TE	136	Chapter 4 The Design Process: The Path to a Final Product: Teaching Tips	
	SE	359	Handbook: Prepress and Printing Basics: Prepress/Preparing Final Digital Files	
10. Identify trim size, bleed size, and live area of a project.	SE	174	Chapter 6 Publications Design: Books: Try It	
	SE	182	Chapter 6 Publications Design: Design History: Magazine Design: Vogue	
11. Demonstrate having a plan by creating a dummy and impose a multiple-page document.	SE	130	Chapter 4 The Design Process: How to Use Dummy Type	
	SE	359	Handbook: Prepress and Printing Basics: Imposition	
12. Locate examples of ad sizes from publications (full-page, half-page, and quarter-page ads).	SE	203	Chapter 7 Advertising Design: Space Ads	
	SE	205-206	Chapter 7 Advertising Design: How to Design Effective Banner Ads	

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	13. Demonstrate an understanding of native file formats and file extensions (e.g., ai, jpg, psd, gif, png, indd, pdf, etc.), file organization, and file naming conventions.	SE	92-93	Chapter 3 Image Creation for Design: Managing Images: Image File Formats	
		SE	95	Chapter 3 Image Creation for Design: Managing Images: Archiving	
	14. Demonstrate an understanding of usability.	SE	176	Chapter 6 Publications Design: Books: Digital Book Design: Think Like a Designer	
		TE	178	Chapter 6 Publications Design: Newspapers: Style and Consistency: Try It (TE)	
	15. Demonstrate image/file conversions such as but not limited to CMYK process printing, RGB, and various color matching systems.	SE	94	Chapter 3 Image Creation for Design: Managing Images: Color Processes	
		SE	360	Handbook: Prepress and Printing Basics: Color Printing	
	16. Demonstrate knowledge of spell check and proofreaders marks in order to proofread, edit, and make corrections/adjustments to copy.	SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It: 6 Create	
		SE	292	Chapter 10 Working as a Graphic Designer: How to Develop Your Résumé: Try It	
	17. Produce digital files using appropriate dots per inch (DPI) and pixels per inch (PPI) resolution for media.	TE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Teaching Tips	
		SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow	
	18. Apply mathematics concepts and measurement techniques to design and finish layouts (e.g., converting fractions to decimals to the precision of 1/16 of an inch, working with different measurement units, and utilizing rulers and guidelines.)	SE	156	Chapter 5 Identity Design: Graphics for Three-Dimensional Packaging: Templates: Try It	
		TE	110	Chapter 4 The Design Process: The Basic Steps: Research: Design Extension	
	19. Incorporate the use of image manipulation and illustration software into final products.	SE	136	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It: 5 Create	
		SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It: 6 Create	
	<b>L. Image Creation and Manipulation:</b> <b>Adobe Photoshop</b>	1. Define raster graphics.	SE	92-93	Chapter 3 Image Creation for Design: Managing Images: Image File Formats
			SE	353	Handbook: Illustration and Photography: Raster and Vector File Formats
		2. Use multiple input devices to import photos, images, and other content for a variety of digital uses.	SE	133	Chapter 4 The Design Process: Design Components: Images: Scans: Try It
			SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It: 6 Create
		3. Use proper settings when choosing line-art, grayscale, and color scanning.	SE	90	Chapter 3 Image Creation for Design: Photography: Lenses: Try It
SE			133	Chapter 4 The Design Process: Design Components: Images: Scans: Try It	
4. Analyze RGB, CMYK, and grayscale image modes and their usage.		TE	35	Chapter 2 The Art of Graphic Design: Elements of Art: Color, Value, and Light: More About Color for Screen and Print	
		SE	94	3 Image Creation for Design: Managing Images: Color Processes	
5. Demonstrate proficiency with various photo editing tools such as retouch, modify, correct image options and palettes, including but not limited to cropping, resizing, retouching, making selections, and using layers.		SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow	
		SE	354-356	Handbook: Illustration and Photography: Photography: The Basic Image Workflow	
6. Edit a raster image by using color correction and tone control.		SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow	
	SE	354-356	Handbook: Illustration and Photography: Photography: The Basic Image Workflow		
7. Demonstrate the use of various selection tools and techniques to save selection.	SE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It: 5 Create		
	SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It: 3 Design Directions/5 Create		
8. Improve photocomposition and focal points as well as color and tonal balance of an image.	SE	87-89	Chapter 3 Image Creation for Design: Photography: Composition		
	SE	355	Handbook: Illustration and Photography: Photography: The Basic Image Workflow: 6 Correct color balance and saturation		
9. Demonstrate layer management techniques including groups and folders.	SE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It: 5 Create		
	SE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It: 5 Create		
10. Define and demonstrate non-destructive and destructive editing techniques including: adjustment layers, masks, and channels.	SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow		
	SE	354-356	Handbook: Illustration and Photography: Photography: The Basic Image Workflow		
11. Differentiate between raster file and bitmap formats.	SE	92-93	Chapter 3 Image Creation for Design: Managing Images: Image File Formats		
	SE	353	Handbook: Illustration and Photography: Raster and Vector File Formats		



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	12. Explain how to save an original file with layers for future editing.	SE	95	Chapter 3 Image Creation for Design: Managing Images: Archiving
		SE	356	Handbook: Illustration and Photography: Photography: The Basic Image Workflow: 12 Final steps/13 Archive
	13. Demonstrate the procedures for editing raster-based imagery, both high resolution and low resolution, in CMYK and RGB, and preparing files for both print and web media.	SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow
		SE	354-356	Handbook: Illustration and Photography: Photography: The Basic Image Workflow
<b>M. Vector Illustration: Adobe Illustrator</b>	1. Define vector graphics.	SE	92-93	Chapter 3 Image Creation for Design: Managing Images: Image File Formats
		SE	353	Handbook: Illustration and Photography: Raster and Vector File Formats
	2. Compare and contrast differences and appropriate applications of vector-based and bitmap images.	SE	92-93	Chapter 3 Image Creation for Design: Managing Images: Image File Formats
		SE	353	Handbook: Illustration and Photography: Raster and Vector File Formats
	3. Use typography as a design element.	SE	127	Chapter 4 The Design Process: How to Design with Type
		SE	153	Chapter 5 Identity Design: Stationery: Try It
	4. Set type on a path and within a shape.	SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It: 5 Create
		SE	153	Chapter 5 Identity Design: Stationery: Try It
	5. Define and create outlines from text.	SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 5 Create
		SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 5 Create
	6. Apply patterns, textures, and gradients.	SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 5 Create
		SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 5 Create
	7. Apply layer management techniques.	SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 5 Create
		SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 5 Create
8. Apply proper settings when saving or importing/exporting graphics.	SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 5 Create	
	SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 5 Create	
9. Create or trace drawings/photographs with pen or live trace.	SE	100	Chapter 3 Image Creation for Design: Design Brief: Songbook of Myself: Create It: 5 Create	
	SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 5 Create	
10. Create basic shapes using drawing or pen tool such as triangles, boxes, circles, etc.	SE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It: 5 Create	
	SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 5 Create	
11. Demonstrate assigning fill and stroke to objects.	SE	56	Chapter 2 The Art of Graphic Design: Design Brief: A Simple Story: Capturing a Classic with Minimalism: Create It: 5 Create	
	SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 5 Create	
12. Demonstrate proficiency in transforming objects.	SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 5 Create	
	SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 5 Create	
13. Apply attributes, styles, and effects.	SE	211	Chapter 7 Advertising Design: Design Brief: Poster for a School Event: Create It: 5 Create	
	SE	238	Chapter 8 Information and Experience Design: Design Brief: Mapping a Significant Place: Create It: 5 Create	
14. Assign color matching systems (PMS), blends, and effects to create a unified vector image by selecting colors from color swatch libraries.	SE	360	Handbook: Prepress and Printing Basics: Color Printing	
<b>N. Computer Basics</b>	1. Compare basic computer platforms and operating systems between various computing devices.	TE	T8-T10	Designing a Digital Studio

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	2. Demonstrate troubleshooting skills and procedures.	SE	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It: 5 Motion Test
		SE	316	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Create It: 4 Design Process
	3. Create and manage files and folders.	SE	95	Chapter 3 Image Creation for Design: Managing Images: Archiving
		SE	354-356	Handbook: Illustration and Photography: Photography: The Basic Image Workflow
	4. Understand and describe local and network drives, remote, and shared storage.	SE	95	Chapter 3 Image Creation for Design: Managing Images: Archiving
		SE	306-307	Chapter 10 Working as a Graphic Designer: Working in Design: Working as a Freelance Graphic Designer
	5. Save, retrieve, load, format, import data into, and export a variety of electronic documents (word processing, spreadsheet, database, design)	SE	96	Chapter 3 Image Creation for Design: How to Use Metadata to Organize Photos
		TE	176	Chapter 6 Publications Design: Books: Digital Book Design: Teaching Tip
6. Utilize desktop and online file management services to store, share, and backup files.	SE	96	Chapter 3 Image Creation for Design: How to Use Metadata to Organize Photos	
	SE	307	Chapter 10 Working as a Graphic Designer: Working in Design: Working as a Freelance Graphic Designer	
7. Demonstrate the proper use of a variety of external peripherals and how they connect to a computer.	SE	95	Chapter 3 Image Creation for Design: Managing Images: Archiving	
	SE	190	Chapter 6 Publications Design: Design Brief: A Newsletter Design: Create It: 6 Create	
8. Demonstrate the understanding of file sharing, file permissions, security, and transferring information.	SE	313	Chapter 10 Working as a Graphic Designer: Cybersecurity	
	TE	315	Chapter 10 Working as a Graphic Designer: Design Brief: A Design Team Project: Before You Begin (TE)	
<b>O. Professional Development</b>	1. Identify industries, organizations, and careers that require design skills.	SE	240-241	Chapter 8 Information and Experience Design: Career Profile: Maya Rhinehart
		SE	298	Chapter 10 Working as a Graphic Designer: Finding a Job: Try It
	2. Create professional materials: cover letter, resume, formal letters, and emerging technologies.	SE	292	Chapter 10 Working as a Graphic Designer: How to Develop Your Résumé
		SE	321	Chapter 10 Working as a Graphic Designer: Chapter Review: Evaluate
	3. Analyze your digital footprint, including but limited to gamer tags, avatars, e-mail addresses, and social media content.	SE	148	Chapter 5 Identity Design: Ways to Show Identity: Career Tip
		SE	292	Chapter 10 Working as a Graphic Designer: How to Develop Your Résumé
	4. Research, develop, maintain, and present a portfolio.	SE	27	Chapter 1 What Is Graphic Design?: Chapter Review: For Your Portfolio
		SE	288-290	Chapter 10 Working as a Graphic Designer: Presenting Yourself and Your Work: Portfolios
5. Utilize critique and peer review including a respect for peers' work and the ability to give and receive constructive criticism.	SE	18	Chapter 1 What Is Graphic Design?: How to Give and Receive Feedback	
	SE	51	Chapter 2 The Art of Graphic Design: How to Critique a Graphic Design	
6. Conduct critiques, peer reviews, and self-evaluations using rubrics.	SE	138	Chapter 4 The Design Process: Design Brief: Identifying My Mix: Create It: 4 Review and Revision	
	SE	275	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Rubric	
<b>Creating 2-D Animations</b>	1. Define animation and its relationship to time.	SE	255	Chapter 9 Design in Motion: Motion Fundamentals: Timing and Spacing
		SE	262	Chapter 9 Design in Motion: Computer-Based Animation: Space and Time (Again)
	2. Create a storyboard of proposed animation.	SE	267	Chapter 9 Design in Motion: How to Create a Storyboard
		SE	273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It: 3 Storyboarding
	3. Create a simple frame-based/key frame animation.	SE	253-254	Chapter 9 Design in Motion: How to Animate a Human Action
		TE	264	Chapter 9 Design in Motion: Creating Motion Graphics: Interdisciplinary Connection: Science
	4. Demonstrate use of controller palettes to review, loop, and play back animation.	SE	261-263	Chapter 9 Design in Motion: Computer-Based Animation
		SE	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It: 6 Create
	5. Create a layer-based animation.	SE	263	Chapter 9 Design in Motion: Computer-Based Animation: Layers
		SE	274	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It: 6 Create
	6. Animate a project using motion tweening.	SE	261	Chapter 9 Design in Motion: Computer-Based Animation
		SE	273	Chapter 9 Design in Motion: Design Brief: PSA Metaphor in Motion: Create It: 3 Storyboarding

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<b>Web Design</b>	1. Analyze existing Web sites for style and content.	SE	152	Chapter 5 Identity Design: Design Notes: Web Design: Try It
		TE	40	Chapter 2 The Art of Graphic Design: Principles of Design: Design Critique
	2. Compare and contrast preferred formats for various page elements.	SE	162	Chapter 5 Identity Design: Looking Ahead: Think Like a Designer
		SE	235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
	3. Analyze and design Web sites for aesthetic appeal.	SE	152	Chapter 5 Identity Design: Design Notes: Web Design: Try It
		SE	235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
	4. Create a basic site architecture.	SE	151-152	Chapter 5 Identity Design: Design Notes: Web Design
		SE	357	Handbook: Web Basics
	5. Plan a Web page design with thumbnail sketches, rough layouts, and site map.	SE	357	Handbook: Web Basics
		SE	357	Handbook: Web Basics
	6. Create a functional and esthetic interface.	SE	151-152	Chapter 5 Identity Design: Design Notes: Web Design
		SE	357-358	Handbook: Web Basics
	7. Organize, optimize, and collect images and content for Web site design.	SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow: Note It
		SE	357-358	Handbook: Web Basics
	8. Create consistency between Web design and existing marketing materials.	TE	162	Chapter 5 Identity Design: Looking Ahead: Design Aesthetics
		SE	163-165	Chapter 5 Identity Design: Design Brief: Club Communication
	9. Describe the delivery of prototype to client and receipt of feedback from client.	TE	151	Chapter 5 Identity Design: Design Notes: Web Design: Teaching Tip
		SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It: 4 Sketcing and Prototypes/5 Client Review and Revision
	10. Define file management and illustrate examples of root/folder management.	SE	151-152	Chapter 5 Identity Design: Design Notes: Web Design
	11. Execute final Web pages from a Web authoring program.	SE	163-165	Chapter 5 Identity Design: Design Brief: Club Communication
	12. Manage various asset folders.	SE	151-152	Chapter 5 Identity Design: Design Notes: Web Design
	13. Optimize photos and illustrations.	SE	86	Chapter 3 Image Creation for Design: Photography: Format and Workflow: Image Workflow: Note It
		SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It: 6 Create
	14. Identify Web color and resolution.	SE	235	Chapter 8 Information and Experience Design: Experience Design: Think Like a Designer
		SE	164	Chapter 5 Identity Design: Design Brief: Club Communication: Create It: 6 Create
	15. Create components to be used on a Web page (rollovers, buttons, banners, etc.).	SE	151-152	Chapter 5 Identity Design: Design Notes: Web Design
		SE	163-165	Chapter 5 Identity Design: Design Brief: Club Communication