







**(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.