

# GRAPHIC DESIGN (FUNDAMENTALS) (180 Hours)

Course No.: 70-65-50

## COMPETENCY CHECKLIST

Student Name \_\_\_\_\_

Teacher Name \_\_\_\_\_ School Site \_\_\_\_\_

Start Date \_\_\_\_\_ Completion Date \_\_\_\_\_ Certificate Date \_\_\_\_\_

Teacher Signature \_\_\_\_\_ Student Signature \_\_\_\_\_

(Signatures verify completion of course competencies)

### A. **INTRODUCTION** (2 hrs)

- \_\_\_\_\_ 1. Define graphic design
- \_\_\_\_\_ 2. Graphic design environment
- \_\_\_\_\_ 3. Job responsibilities of graphic artist
- \_\_\_\_\_ 4. Career opportunities in graphics field
- \_\_\_\_\_ 5. Visual, critical, and analytical design eye
- \_\_\_\_\_ 6. Web's impact on graphic artist/design

### B. **WORKPLACE SAFETY** (1 hr)

- \_\_\_\_\_ 1. Safety guidelines in workplace
- \_\_\_\_\_ 2. Safety test

### C. **GRAPHIC DESIGN PRINCIPLES AND TECHNIQUES** (10 hrs)

- \_\_\_\_\_ 1. Basic graphic design terms
- \_\_\_\_\_ 2. Basic graphic design principles
- \_\_\_\_\_ 3. Layout techniques
- \_\_\_\_\_ 4. Differences: Advertising design & web design
- \_\_\_\_\_ 5. Various file formats of photo images
- \_\_\_\_\_ 6. Techniques used in importing photo images
- \_\_\_\_\_ 7. Techniques used in importing text to layouts
- \_\_\_\_\_ 8. Differences in current printing methods
- \_\_\_\_\_ 9. Prepare files for final output
- \_\_\_\_\_ 10. Use of Adobe PDF files in graphic design
- \_\_\_\_\_ 11. Define preflight
- \_\_\_\_\_ 12. Manual and automated preflight methods

### D. **TYPOGRAPHY** (20 hrs)

- \_\_\_\_\_ 1. Define type
- \_\_\_\_\_ 2. Define type family
- \_\_\_\_\_ 3. Define typography
- \_\_\_\_\_ 4. History and anatomy of typography
- \_\_\_\_\_ 5. Demonstrate general use of listed terms
- \_\_\_\_\_ 6. Different types and families of font
- \_\_\_\_\_ 7. Applications of different types and families
- \_\_\_\_\_ 8. Different lettering styles

- \_\_\_\_\_ 9. Apply guidelines for print typography
- \_\_\_\_\_ 10. Design, produce, and save flyers in a portfolio
- \_\_\_\_\_ 11. Role of typography on the web
- \_\_\_\_\_ 12. Apply guidelines for web typography

### E. **COLOR THEORY** (12 hrs)

- \_\_\_\_\_ 1. Specific properties of color
- \_\_\_\_\_ 2. Different types of colors
- \_\_\_\_\_ 3. Color wheel
- \_\_\_\_\_ 4. Classifications of color
- \_\_\_\_\_ 5. How to achieve color contrast
- \_\_\_\_\_ 6. Features of various color systems
- \_\_\_\_\_ 7. Tools & resources in developing a color palette
- \_\_\_\_\_ 8. Techniques used in developing a color palette

### F. **ILLUSTRATION, LOGO DESIGN, AND BRANDING** (36 hrs)

- \_\_\_\_\_ 1. Define illustration
- \_\_\_\_\_ 2. Collect /save examples of art in listed media
- \_\_\_\_\_ 3. Definitions used in Adobe Illustrator program
- \_\_\_\_\_ 4. Use of tools/procedures in Adobe Illustrator
- \_\_\_\_\_ 5. Use of graphic tablet in illustration
- \_\_\_\_\_ 6. Adobe Illustrator pencil sketching techniques
- \_\_\_\_\_ 7. Use of scanner in illustration
- \_\_\_\_\_ 8. Demonstrate scanning procedures
- \_\_\_\_\_ 9. Prepare & save a finished-color illustration
- \_\_\_\_\_ 10. Define logo and branding
- \_\_\_\_\_ 11. Necessity of readability for graphics in logo
- \_\_\_\_\_ 12. Produce 3 black-and-white logo designs
- \_\_\_\_\_ 13. Save 3 black-and-white logo designs

### G. **CONCEPTUALIZATION** (20 hrs)

- \_\_\_\_\_ 1. Define words associated with topic
- \_\_\_\_\_ 2. Drawing techniques
- \_\_\_\_\_ 3. Composition
- \_\_\_\_\_ 4. Fast visualization

- \_\_\_\_\_ 5. Character development
- \_\_\_\_\_ 6. Idea development
- \_\_\_\_\_ 7. Organize storyboarding techniques on web
- \_\_\_\_\_ 8. Produce/save sketches to portfolio

**H. DIGITAL IMAGING APPLICATIONS**

**FUNDAMENTALS (60 hrs)**

- \_\_\_\_\_ 1. Define terms related to topic
- \_\_\_\_\_ 2. Items important to digital imaging apps
- \_\_\_\_\_ 3. Review tools & procedures: Illustrator
- \_\_\_\_\_ 4. Use tools & procedures: Adobe InDesign
- \_\_\_\_\_ 5. Use tools & procedures: QuarkXPress
- \_\_\_\_\_ 6. Use tools & procedures: Adobe Photoshop
- \_\_\_\_\_ 7. Produce & save design types to portfolio

**I. WORD PROCESSING AND SPREADSHEET**

**FUNDAMENTALS (10 hrs)**

- \_\_\_\_\_ 1. Steps in using Word document
- \_\_\_\_\_ 2. Apply spell check to document
- \_\_\_\_\_ 3. Apply grammar check to document
- \_\_\_\_\_ 4. Excel spreadsheet conversation to HTML
- \_\_\_\_\_ 5. Manipulation of text/data in WORD & EXCEL
- \_\_\_\_\_ 6. Incorporate text/data in desktop publishing

**J. RESOURCE MANAGEMENT (2 hrs)**

- \_\_\_\_\_ 1. Define listed terms related to topic
- \_\_\_\_\_ 2. Management of graphic design resources
- \_\_\_\_\_ 3. Examples of effective management
- \_\_\_\_\_ 4. Benefits of effective resource management
- \_\_\_\_\_ 5. Economic benefits of effective management

**K. EMPLOYABILITY SKILLS (4 hrs)**

- \_\_\_\_\_ 1. Specific job opportunities & requirements
- \_\_\_\_\_ 2. Skills relative to being suitable for the job
- \_\_\_\_\_ 3. Customer service techniques
- \_\_\_\_\_ 4. Submit finished portfolio materials for critique
- \_\_\_\_\_ 5. Prepare a résumé
- \_\_\_\_\_ 6. Prepare a job application

**L. REVIEW AND EVALUATION (3 hrs)**

- \_\_\_\_\_ 1. Pass assigned performance tests
- \_\_\_\_\_ 2. Complete the performance chart
- \_\_\_\_\_ 3. Demonstrate competence in each project