

GANADO HIGH SCHOOL
TECHNICAL STANDARDS CHECKLIST

GRAPHIC DESIGN - Option B

These state standards are designed to be delivered in a sequence of courses. *Standards 1-17 are to be taught as an introduction within the Graphic Communications program.

****Please note: The following CTE program Standards/Measurement Criteria are tentative until assessments are established.**

***1.0 EXPLORE CAREER PATHS IN GRAPHIC COMMUNICATIONS**

1.1 Examine traditional, non-traditional and entrepreneurial occupational choices	x		
1.2 Review graphic communications career opportunity information	x		
1.3 Explain how personal choices affect career plans	x		
1.4 Relate interests, skills and attitudes to career exploration in graphic communications	x		
1.5 Examine the role of education in careers in graphic communications	x		

Intro to Graphics		
Graphics I		
Graphics/WebDesign		

***2.0 DEMONSTRATE JOB SEARCH SKILLS**

2.1 Research employment opportunities in graphic communications	x		
2.2 Critique a job application on line and in hard copy	x		
2.3 Review professional dress, interviewing skills and resumés	x		
2.4 Demonstrate the use of technology in a job search	x		
2.5 Explore creative ways to make an impression in addition to a resumé	x		
2.6 Explain steps in job search strategies	x		

***3.0 DEMONSTRATE EMPLOYABILITY SKILLS REQUIRED FOR THE GRAPHIC COMMUNICATIONS INDUSTRY**

3.1 Identify factors contributing to job success	x		
3.2 Practice teamwork for a graphic communications environment	x		
3.3 Demonstrate work ethics and behavior	x		
3.4 Identify factors that contribute to successful performance at work	x		
3.5 Discuss how social skills are helpful in obtaining and maintaining a job	x		
3.6 Practice the use of technology as related to occupations in graphic communications	x		
3.7 Discuss elements of professionalism	x		
3.8 Examine skills needed for changing workforce demands	x		

***4.0 PRACTICE EFFECTIVE COMMUNICATION SKILLS FOR THE GRAPHIC COMMUNICATIONS WORKPLACE**

4.1 Interpret verbal and nonverbal communication			x
4.2 Identify barriers to effective communication in a graphic communications environment			x
4.3 Practice skills used to communicate with clients in a graphic communications workplace			x
4.4 Identify guidelines for effective written communication in letters, memos, reports and email			x
4.5 Recognize and adapt to language barriers, ethnicity and gender in a graphic communications environment			x

***5.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY CAREER AND TECHNICAL STUDENT ORGANIZATIONS SUCH AS SkillsUSA**

5.1 Determine the roles and responsibilities that leaders and members bring to a graphic communications organization	x	x	x
5.2 Identify various leadership and personality styles	x		
5.3 Evaluate characteristics of an effective team player in a graphic communications workplace		x	
5.4 Identify characteristics of effective teams and teamwork	x		
5.5 Practice techniques to involve each member of the team		x	
5.6 Participate in graphic communications career development events		x	
5.7 Develop a personal and professional growth plan		x	
5.8 Demonstrate business etiquette and networking skills	x		
5.9 Practice decision-making process	x		

***6.0 EXPLORE PROBLEM SOLVING AND DECISION MAKING PROCESSES TO GRAPHIC**

6.1 Practice problem-solving processes for a graphic communications environment		x	
6.2 Describe methods of establishing priorities for a graphic communications workplace		x	
6.3 Examine a plan of work and schedule		x	
6.4 Identify need for evaluation of products/services		x	

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*7.0 DEMONSTRATE TECHNOLOGICAL LITERACY FOR THE GRAPHIC COMMUNICATIONS INDUSTRY

	Intro to Graphics	Graphics I	Graphics/WebDesign
7.1 Examine the uses of technology in the graphic communications field	x		
7.2 Demonstrate basic usage of computers (input, storage, output)	x		
7.3 Access information electronically (via Internet, CD-ROM, etc.)	x		
7.4 Apply basic commands of operating system software	x		
7.5 Apply appropriate file and disc management techniques	x		
7.6 Understand the basics of graphics software	x		

*8.0 REVIEW FINANCIAL RECORDS AND ACCOUNTS FOR A GRAPHIC COMMUNICATIONS ORGANIZATION

8.1 Review an annual graphic communications business budget			
8.2 Explain checking account records			
8.3 Explain accounts payable and accounts receivable			
8.4 Review expense records			
8.5 Review payroll records/information			
8.6 Explain project estimating			

*9.0 EXPLORE THE THEORY AND PRACTICE OF GRAPHIC COMMUNICATIONS

9.1 Explore how planning is used to improve overall organizational performance		x	
9.2 Use organizational charts to identify workplace operations of a graphic communications business and/or department within an organization		x	
9.3 Review how plans and budgets are revised to meet goals and objectives within an		x	

*10.0 EXPLORE THE LEGAL AND ETHICAL ENVIRONMENT OF THE GRAPHIC COMMUNICATIONS INDUSTRY

10.1 Explore the basic concepts involved in contract law, consumer law and consumer credit protection			x
10.2 Examine the relationship between ethics and the law for the graphic communications industry			x
10.3 Define ethical standards			x
10.4 Examine the problems related to maintaining ethical standards in situations without a clear standard			x
10.5 Identify steps for securing permission to use copyrighted materials			x
10.6 Discuss how credit is given for use of copyrighted materials			x
10.7 Identify the benefits of copyright laws			x
10.8 Review the liabilities associated with the graphic communications field			x

*11.0 EXPLORE MARKETING PRINCIPLES FOR GRAPHIC COMMUNICATIONS OPERATIONS

11.1 Identify target markets	x		
11.2 Select products or services to link with customer requirements	x		
11.3 Identify strategies for promoting products/services	x		

*12.0 PRACTICE SAFE WORKING PROCEDURES FOR A GRAPHIC COMMUNICATIONS ENVIRONMENT

12.1 Explain appropriate safety precautions around common graphic communications job-site hazards	x		
12.2 Explain the importance of the OSHA (Occupational Safety and Health Administration) standards, HazCom (Hazard Communication Standard) requirements and MSDS (Material Safety Data Sheets)	x		
12.3 Recognize and demonstrate safe use of basic hand tools and chemicals for a graphic communications workplace	x		

*13.0 DEMONSTRATE DRAWING AND VISUALIZATION SKILLS REQUIRED FOR GRAPHIC COMMUNICATIONS

13.1 Identify and analyze composition elements			x
13.2 Employ various types of drawing media and surfaces in traditional and digital form used in a graphic communications environment			x
13.3 Illustrate the basic elements and principles of design using traditional and digital media			x
13.4 Analyze how content and meaning are communicated in media production			x
13.5 Apply fundamentals of color theory in traditional and digital media			x

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*14.0 PRACTICE MEASUREMENT TECHNIQUES FOR GRAPHIC COMMUNICATIONS APPLICATIONS

	Intro to Graphics	Graphics I	WebDesign
14.1 Identify common measurement tools used in graphic communications and their functions	x		
14.2 Select an appropriate measurement technique for a specific measurement need	x		
14.3 Select and use the appropriate measurement tool for the task	x		
14.4 Determine degree of accuracy required for a specific task or situation	x		

*15.0 INPUT DATA FOR MEDIA APPLICATIONS

15.1 Demonstrate the operation of hardware items that support data capture for media application software including scanner, digital camera, video input device, graphics tablet and graphics expansion			
15.2 Select resolution for media data capture			
15.3 Capture still images			
15.4 Capture text and numeric data			
15.5 Archive and manage data for a variety of media application software			

*16.0 OUTPUT DATA FROM MEDIA APPLICATIONS

16.1 Demonstrate the operation of hardware items that support data output from media application software such as printer, projector, etc.			
16.2 Optimize data output for specific uses			
16.3 Output still images			
16.4 Output text and numeric data			

*17.0 CREATE DIGITAL MEDIA PRODUCTS

17.1 Select and communicate information in an appropriate digital format			x
17.2 Select appropriate productivity tool for solving a specific problem			x
17.3 Produce a multi-page product for print and digital distribution			x
17.4 Design, produce and evaluate a communication product using technology			x
17.5 Combine images, sound, text and visual transitions in a single production			x
17.6 Use computer-based tools to create printed media products			x

18.0 DEVELOP AN INDIVIDUAL CAREER PLAN FOR THE GRAPHIC COMMUNICATIONS INDUSTRY

18.1 Investigate graphic communications career options including freelance and entrepreneurship		x	
18.2 Develop career goals based on interests, aptitudes and research		x	
18.3 Review and revise plans/goals on annual basis		x	
18.4 Manage personal and career goals		x	
18.5 Describe factors that contribute to job satisfaction and success		x	

19.0 PREPARE FOR EMPLOYMENT IN THE GRAPHIC COMMUNICATIONS INDUSTRY

19.1 Develop a resumé		x	
19.2 Create an e-resumé		x	
19.3 Develop an electronic and traditional portfolio of work samples to support a resumé		x	
19.4 Complete job application process		x	
19.5 Research graphic communications companies as potential employers		x	
19.6 Demonstrate interviewing skills, including pre-interview preparation and post-interview follow-up		x	

20.0 PARTICIPATE IN GRAPHIC COMMUNICATIONS WORK-BASED LEARNING EXPERIENCES

20.1 Use technology appropriate for the job	x		
20.2 Demonstrate positive work behaviors	x		
20.3 Demonstrate positive interpersonal behaviors	x		
20.4 Demonstrate safe and healthy work behaviors	x		
20.5 Adapt to changes in the workplace	x		
20.6 Participate in a variety of work-based experiences, paid or non-paid	x		

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	Intro to Graphics	Graphics I	Graphics/Web Design
21.0 DEMONSTRATE ORAL COMMUNICATION SKILLS APPLICABLE TO THE GRAPHIC COMMUNICATIONS			
21.1 Conduct formal and informal research to collect appropriate topical information			x
21.2 Use questioning techniques to obtain needed information from audience			x
21.3 Interpret oral and nonverbal communications of audience			x
21.4 Demonstrate active listening during communications			x
21.5 Demonstrate appropriate use of technologies for a formal presentation			x
21.6 Prepare and deliver presentation			x
21.7 Deliver presentation incorporating the appropriate verbal and nonverbal communication techniques			x
21.8 Demonstrate effective telephone technique	x		
22.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS APPLICABLE TO THE GRAPHIC COMMUNICATIONS			
22.1 Conduct formal and informal research to collect appropriate topical information			x
22.2 Organize information and develop an outline			x
22.3 Write business communication using appropriate format for the situation			x
22.4 Using appropriate technology, prepare draft document using established rules for grammar, spelling and sentence construction			x
22.5 Utilize multiple technologies for written and presentation communications			x
23.0 EVALUATE THE ROLE OF SMALL BUSINESSES INCLUDING FREELANCE GRAPHIC COMMUNICATIONS IN THE ECONOMY			
23.1 economies		x	
23.2 List the factors, including personal traits, which contribute to the success of a graphic communications small business		x	
23.3 Compare and contrast the advantages and disadvantages of sole proprietorships, partnerships and corporations		x	
23.4 Research a business plan of an existing graphic communications business		x	
23.5 Analyze the relationship of customer service and customer satisfaction on the success of a business		x	
24.0 DEMONSTRATE BUSINESS AND FINANCIAL MANAGEMENT PRACTICES NEEDED FOR FREELANCE ARTIST			
24.1 Evaluate a budget based on an existing enterprise's business plan		x	
24.2 Review financial information for decision making and planning		x	
24.3 Research insurance and benefit needs for a graphic communications business		x	
24.4 Describe the impact of quality business communications on the success of an organization		x	
25.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY CAREER AND TECHNICAL STUDENT ORGANIZATIONS SUCH AS SkillsUSA			
25.1 Determine the roles and responsibilities that leaders and members bring to an organization		x	
25.2 Evaluate characteristics of effective teams		x	
25.3 Evaluate characteristics of an effective team player		x	
25.4 Practice techniques to involve each member of the team		x	
25.5 Demonstrate teamwork		x	
25.6 Practice effective meeting management		x	
25.7 Demonstrate business etiquette		x	
25.8 Practice decision-making process		x	

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26.0 USE PROFESSIONAL BUSINESS SKILLS OF THE GRAPHIC COMMUNICATIONS INDUSTRY

	Intro to Graphics	Graphics	Graphics/WebDesign
26.1 Identify education and training required to work in various graphic communications careers	x		
26.2 Identify markets and types of businesses in graphic communications	x		
26.3 Use industry terms and vocabulary in appropriate context	x		
26.4 Investigate works of respected designers and photographers		x	
26.5 Critique art and design work for technique, content, aesthetics, use of materials and problem solving		x	
26.6 Use professional practices of graphic communications industries		x	
26.7 Integrate customer relations skills in face-to-face and electronic communications			
26.8 Create and present a professional portfolio			

27.0 PRACTICE LEGAL AND ETHICAL BEHAVIOR REQUIRED FOR THE GRAPHIC COMMUNICATIONS INDUSTRY

27.1 Model ethical conduct in what is written, spoken or presented in a visual manner			
27.2 Explain copyright law, work-for-hire, and other accepted business practices applicable to a graphic communications workplace	x		
27.3 Differentiate stock photography and royalty free internet and print materials			
27.4 Evaluate the need for signed release forms			
27.5 Explain procedures for the use of proprietary information			
27.6 Practice an appropriate work ethic	x		

28.0 WORKPLACE

28.1 Follow approved shop dress code for safe operation, including personal safety equipment	x		
28.2 Comply with OSHA safety regulations and practices	x		
28.3 Understand approved methods to dispose of waste materials	x		
28.4 Locate and read Material Safety Data Sheets (MSDS)	x		
28.5 Follow safety procedures when operating graphic communications equipment	x		
28.6 Read and follow instructions on warning labels	x		
28.7 Demonstrate a working knowledge of the safety color code	x		
28.8 Explain the right-to-know law	x		

29.0 MANAGE BASIC COMPUTER CONCEPTS, OPERATIONS, AND APPLICATIONS

29.1 Use digital image preparation and output equipment			x
29.2 Use basic electronic publishing equipment			x
29.3 Apply basic commands of operating system software			x
29.4 Apply file and disk management techniques			x
29.5 Use industry-accepted software applications for word processing, graphics, image editing, scanning and page layout			x
29.6 Access and use the Internet for file transfer			x
29.7 Differentiate terminology referring to input, screen and output resolution			x
29.8 Optimize files for digital or print output			x

30.0 APPLY MATHEMATICAL CONCEPTS TO PROBLEMS IN GRAPHIC COMMUNICATIONS

30.1 Use measurement systems common to the graphic communications industry		x	
30.2 Use measurement tools common to the printing industry		x	
30.3 Solve graphic measurement conversion problems		x	
30.4 Solve ratio and proportion problems		x	
30.5 Solve paper cutting problems		x	

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Intro to Graphics	Graphics I	Graphics/Web Design
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APPLY PRINCIPLES OF JOB PLANNING AND LAYOUT TO GRAPHIC COMMUNICATIONS

31.0 CUSTOMER SPECIFICATIONS

31.1 Sequence the production work flow from initial need to a final product			
31.2 Practice customer service functions			
31.3 Explain the production information on a job ticket/jacket			
31.4 Prepare a production information job ticket/jacket			
31.5 Practice questions to understand client needs		x	
31.6 Follow instruction to produce, modify or output files according to a customer supplied criteria		x	

32.0 DEMONSTRATE DIGITAL IMAGE PREPARATION

32.1 Produce digital images using digital image capture equipment			
32.2 Import a scanned image or digital camera photo into a digital imaging application			
32.3 Select resolution, pixel depth and image type for scanned images			
32.4 Select appropriate commands and menus of scanning software			
32.5 Select appropriate commands, menus and palettes for a digital imaging application		x	
32.6 Create a digital image according to specifications using an imaging application		x	
32.7 Enhance digital images using painting and editing tools		x	
32.8 Edit a digital image using editing, filtering, multiple layers and masking techniques		x	
32.9 Apply principles and elements of design to digital image processing	x		
### Apply color theory to digital image processing	x		
### Differentiate RGB, CMYK, LAB color, grayscale and web color	x		
### Convert file formats	x		
### Optimize digital images and select file formats as specified for end-use requirements	x		
### Select appropriate mode and resolution for digital or print output	x		

33.B DRAW AND ILLUSTRATE

33.1b Research current styles of illustration		x	
33.2b Create thumbnails and roughs		x	
33.3b Understand the importance and need for thumbnails and roughs		x	
33.4b Create drawings using traditional and digital media		x	
33.5b Create one, two and three-point perspective drawings		x	
33.6b Create drawings that show an understanding of aerial perspective including landscapes, interiors, etc.		x	
33.7b Critique a drawing		x	
33.8b Illustrate using traditional and digital media		x	
33.9b Draw and render a technical illustration using traditional and digital media		x	
33.10b Select typography styles	x		

34.B USE COMPUTER PERIPHERALS

34.1b Explain proper use and care of peripheral equipment and accessories			
34.2b Differentiate removable media			
34.3b Convert files for use on other operating systems			
34.4b Identify scanner hardware and its basic components and operations			
34.5b Operate a scanner			
34.6b Identify graphics input devices and their basic components and operations			
34.7b Operate graphic input devices			
34.8b Describe basic components and operations of a digital camera			
34.9b Generate images using a digital camera			
34.10b Load digital images into a computer			
34.11b Differentiate among digital output devices and materials			
34.12b Operate digital output devices.			

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35.B CREATE COMPUTER GRAPHICS

	Graphic	Intro to Graphics	Graphics/ Web Design
35.1b Select appropriate commands, menus and palettes for graphics software		x	
35.2b Create a design according to specifications using a graphics application		x	
35.3b Enhance a design using editing, filtering and masking techniques		x	
35.4b Manipulate multiple layers		x	
35.5b Create a design/publication using electronic clip art		x	
35.6b Produce a multi-color job that includes scans, text, and spot color artwork		x	
35.7b Differentiate terminology referring to input, screen and output resolution		x	
35.8b Explain differences among file types in a PostScript environment		x	
35.9b Convert graphic file formats		x	
35.10b Select appropriate mode and resolution for digital or print output		x	

36.B PREPARE DESKTOP PUBLISHING PRODUCTS

36.1b Distinguish between word processing, page layout and graphic software applications	x		
36.2b Select appropriate commands and menus for desktop publishing software	x		
36.3b Create a publication to specifications using a desktop publishing application	x		
36.4b Describe fundamentals of fonts and their uses	x		
36.5b Select typography/fonts for style, size and format to solve a problem	x		
36.6b Flow copy from word processing program to page layout program according to job specifications	x		
36.7b Set text with appropriate margins, formatting, gutters, leading, headings, trims and folds	x		
36.8b Place an image in a page layout document	x		
36.9b Convert document file formats	x		

37.B APPLY FUNDAMENTAL GRAPHIC PRODUCTION SKILLS

37.1b Explain differences in graphic production processes			x
37.2b Identify parts of a graphic production layout			x
37.3b Recognize limitations for printing			x
37.4b Define typographic terms			x
37.5b Identify typographic styles, sizes and methods			x
37.6b Identify and explain appropriate uses of various types/weights of printing stock			x
37.7b Identify bindery options, including a variety of standard folds			x