

# Graphic Design

## Integrate Career and Technical Student Organizations (CTSOS) NVGD.I.1

### 1.1 Explore the History and Organizations of CTSOs NVGD.I.1.1

- 1.1.1 Discuss the requirements of CTSO participation/involvement as described in Carl D. Perkins Law NVGD.I.1.1.1
  - 1.1.2 Research nationally recognized CTSOs NVGD.I.1.1.2
  - 1.1.3 Investigate the impact of federal and state government regarding the progression and operation of CTSOs (e.g., Federal Statutes and Regulations, Nevada Administrative Code [NAC], Nevada Revised Statutes [NRS]) NVGD.I.1.1.3
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### 1.2 Develop Leadership Skills NVGD.I.1.2

- 1.2.1 Discuss the purpose of parliamentary procedure NVGD.I.1.2.1
  - 1.2.2 Demonstrate the proper use of parliamentary procedure NVGD.I.1.2.2
  - 1.2.3 Differentiate between an office and a committee NVGD.I.1.2.3
  - 1.2.4 Discuss the importance of participation in local, regional, state, and national conferences, events, and competitions NVGD.I.1.2.4
  - 1.2.5 Participate in local, regional, state, or national conferences, events, or competitions NVGD.I.1.2.5
  - 1.2.6 Describe the importance of a constitution and bylaws to the operation of a CTSO chapter NVGD.I.1.2.5.6
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### 1.3 Participate in Community Service NVGD.I.1.3

- 1.3.1 Explore opportunities in community service-related work-based learning (WBL) NVGD.I.1.3.1
- 1.3.2 Participate in a service learning (program related) and/or community service project or activity NVGD.I.1.3.2
- 1.3.3 Engage with business and industry partners for community service NVGD.I.1.3.3

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**1.4 Develop Professional and Career Skills** NVGD.I.1.4

- 1.4.1 Demonstrate college and career readiness (e.g., applications, resumes, interview skills, presentation skills) NVGD.I.1.4.1
- 1.4.2 Describe the appropriate professional/workplace attire and its importance NVGD.I.1.4.2
- 1.4.3 Investigate industry-standard credentials/certifications available within this Career Cluster™ NVGD.I.1.4.3
- 1.4.4 Participate in authentic contextualized instructional activities NVGD.I.1.4.4
- 1.4.5 Demonstrate technical skills in various student organization activities/events NVGD.I.1.4.5

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**1.5 Understand the Relevance of Career and Technical Education (CTE)** NVGD.I.1.5

- 1.5.1 Make a connection between program standards to career pathway(s) NVGD.I.1.5.1
- 1.5.2 Explain the importance of participation and completion of a program of study NVGD.I.1.5.2
- 1.5.3 Promote community awareness of local student organizations associated with CTE programs NVGD.I.1.5.3

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**Demonstrate Knowledge of the Graphics Industry** NVGD.I.2**2.1 Demonstrate Knowledge of the History of the Graphic Design Field** NVGD.I.2.1

- 2.1.1 Research historical technologies that advanced graphic design NVGD.I.2.1.1
- 2.1.2 Describe past, present, and future styles in the graphic design field NVGD.I.2.1.2
- 2.1.3 Identify art movements that impacted graphic design NVGD.I.2.1.3
- 2.1.4 Describe the importance of culture and society on graphic design's relationship with and impact on audiences NVGD.I.2.1.4

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**2.2 Communicate Ideas Using Appropriate Industry Terminology** NVGD.I.2.2

- 2.2.1 Formulate written and verbal communications using industry standard terms NVGD.I.2.2.1
- 2.2.2 Prepare and present a visual presentation utilizing appropriate industry terminology NVGD.I.2.2.2

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**2.3 Demonstrate Knowledge of Career Pathways** NVGD.I.2.3

- 2.3.1 Research various careers in the graphic design and related industries NVGD.I.2.3.1
  - 2.3.2 Prepare and present a visual presentation about a career opportunity NVGD.I.2.3.2
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**Demonstrate Knowledge of Ethical and Legal Issues Related to Graphic Design** NVGD.I.3

**3.1 Demonstrate Knowledge of Copyright and Intellectual Property Law** NVGD.I.3.1

- 3.1.1 Research laws governing copyright, intellectual property (including font usage, photography, image, illustration, audio and video rights), and software licensing NVGD.I.3.1.1
  - 3.1.2 Research laws governing brand issues, trademark, and other proprietary rights NVGD.I.3.1.2
  - 3.1.3 Discuss consequences of violating copyright, privacy, and data security laws NVGD.I.3.1.3
  - 3.1.4 Define and debate fair use, including authorships, rights of use for work and likeness, and credit lines NVGD.I.3.1.4
  - 3.1.5 Model fair use in production of graphic works NVGD.I.3.1.5
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**3.2 Demonstrate Ethical Behavior as it Relates to the Industry** NVGD.I.3.2

- 3.2.1 Research and discuss censorship as it applies to the graphic design industry NVGD.I.3.2.1
  - 3.2.2 Research the purpose of non-disclosure agreements (NDA) NVGD.I.3.2.2
  - 3.2.3 Incorporate cultural sensitivity and diversity awareness into the design process NVGD.I.3.2.3
  - 3.2.4 Debate legal versus ethical behaviors NVGD.I.3.2.4
  - 3.2.5 Incorporate ethical behaviors in graphic projects NVGD.I.3.2.5
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**Apply Elements and Principles of Design to Communicate Visually** NVGD.I.4

**4.1 Identify and Apply the Design Process** NVGD.I.4.1

- 4.1.1 Explain the design process NVGD.I.4.1.1
  - 4.1.2 Apply the design process to generate graphic works NVGD.I.4.1.2
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**4.2 Identify and Apply the Elements of Design** NVGD.I.4.2

- 4.2.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work NVGD.I.4.2.1
- 4.2.2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work NVGD.I.4.2.2
- 4.2.3 Incorporate color, line, shape, texture, size, and value in student-generated graphic work NVGD.I.4.2.3
- 4.2.4 Demonstrate the elements of design through manual and digital sketching NVGD.I.4.2.4

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### **4.3 Identify and Apply the Principles of Design** NVGD.I.4.3

- 4.3.1 Identify the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works NVGD.I.4.3.1
- 4.3.2 Analyze the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works NVGD.I.4.3.2
- 4.3.3 Incorporate principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in student-generated graphic works NVGD.I.4.3.3
- 4.3.4 Demonstrate the principles of design through various drawing techniques NVGD.I.4.3.4

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### **4.4 Identify and Apply the Principles of Typography** NVGD.I.4.4

- 4.4.1 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters) NVGD.I.4.4.1
- 4.4.2 Identify the different classifications and styles of type NVGD.I.4.4.2
- 4.4.3 Apply and adjust formatting to type (i.e., style, size, hierarchy, spacing, alignment, color, value) NVGD.I.4.4.3
- 4.4.4 Construct graphic works utilizing and manipulating type to convey a message based on media requirements NVGD.I.4.4.4

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#### **4.5 Apply the Principles and Elements of Design to Layout** NVGD.I.4.5

- 4.5.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works NVGD.I.4.5.1
- 4.5.2 Create graphic works utilizing grids NVGD.I.4.5.2
- 4.5.3 Create graphic works utilizing templates NVGD.I.4.5.3
- 4.5.4 Demonstrate layout skills for print collaterals (i.e., business cards, newspapers, packaging) NVGD.I.4.5.4
- 4.5.5 Demonstrate layout skills for digital media (i.e., websites, mobile apps, video games) NVGD.I.4.5.5
- 4.5.6 Explain the importance of user interface/user experience (UI/UX) in design NVGD.I.4.5.6
- 4.5.7 Analyze samples of works to evaluate UI/UX design NVGD.I.4.5.7
- 4.5.8 Explain the importance of consistency of design NVGD.I.4.5.8
- 4.5.9 Explain the importance of usability NVGD.I.4.5.9
- 4.5.10 Explain the importance of core messaging and branding identity NVGD.I.4.5.10
- 4.5.11 Apply measurement tools and ratio analysis to image positioning in graphic works NVGD.I.4.5.11
- 4.5.12 Solve aspect ratio proportion measurement in video and animation development NVGD.I.4.5.12

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#### **Demonstrate Knowledge of the Key Aspects of Production Using Industry Standard Software** NVGD.I.5

#### **5.1 Demonstrate Knowledge of Concept Development** NVGD.I.5.1

- 5.1.1 Identify the client needs for design projects to determine concept development NVGD.I.5.1.1
- 5.1.2 Research the needs and challenges of the design problem NVGD.I.5.1.2
- 5.1.3 Generate project ideas through the use of storyboard, thumbnails, roughs, mock-ups, wireframes, etc. NVGD.I.5.1.3

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## **5.2 Demonstrate Knowledge of Image Creation and Manipulation** NVGD.I.5.2

- 5.2.1 Analyze differences and appropriate applications of vector-based and bitmap images NVGD.I.5.2.1
- 5.2.2 Research different ways to acquire source images (e.g., taking own photos, downloading images) NVGD.I.5.2.2
- 5.2.3 Use a variety of input devices to import photos, images, and other content NVGD.I.5.2.3
- 5.2.4 Incorporate the use of image manipulation and illustration software into final products NVGD.I.5.2.4
- 5.2.5 Apply nondestructive image editing techniques such as layering and masking NVGD.I.5.2.5
- 5.2.6 Practice using different selection tools and techniques to manipulate images NVGD.I.5.2.6

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## **5.3 Demonstrate Applications of media Outputs** NVGD.I.5.3

- 5.3.1 Use appropriate resolution, compression, and file formats for various media outputs, including web, video, print, and motion NVGD.I.5.3.1
- 5.3.2 Incorporate appropriate color modes in graphic works, including but not limited to RGB and CMYK NVGD.I.5.3.2

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## **5.4 Demonstrate Knowledge of the Graphic Design Workflow to Increase Success and Productivity** NVGD.I.5.4

- 5.4.1 Develop a workflow for a project NVGD.I.5.4.1
- 5.4.2 Produce correct file naming and file management for projects based on media requirements NVGD.I.5.4.2
- 5.4.3 Synthesize information collected from communications with various stakeholders NVGD.I.5.4.3
- 5.4.4 Integrate project specifications for effective project workflow NVGD.I.5.4.4
- 5.4.5 Create projects that define core message NVGD.I.5.4.5

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## **5.5 Demonstrate Knowledge of the Process and Design of Infographics** NVGD.I.5.5

- 5.5.1 Evaluate infographics for effective communication and balance of visuals NVGD.I.5.5.1
  - 5.5.2 Organize data for proper visualization NVGD.I.5.5.2
  - 5.5.3 Compress data for use in a simple narrative NVGD.I.5.5.3
  - 5.5.4 Create graphics linking visuals to data NVGD.I.5.5.4
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**Create and Maintain a Personal Portfolio** NVGD.I.6

**6.1 Create and Maintain a Personal Portfolio** NVGD.I.6.1

- 6.1.1 Research and compare the various types of personal portfolios NVGD.I.6.1.1
  - 6.1.2 Develop graphics portfolios that include traditional and digital works NVGD.I.6.1.2
  - 6.1.3 Recognize that portfolios are dynamic and require maintenance NVGD.I.6.1.3
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**6.2 Demonstrate the Process of Evaluating Portfolios** NVGD.I.6.2

- 6.2.1 Conduct peer and self-evaluations using rubrics NVGD.I.6.2.1
- 6.2.2 Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate criticism NVGD.I.6.2.2
- 6.2.3 Revise portfolio based on critique and growth NVGD.I.6.2.3