GRAPHIC DESIGN AND LAYOUT

Graphic Design and Layout includes organized learning experiences that incorporate a variety of visual art techniques as they relate to the design and execution of layouts and illustrations for advertising, displays, promotional materials, and instructional manuals. Instruction also covers advertising theory and preparation of copy, lettering, posters, and artwork in addition to incorporation of photographic images. Communication skills will be emphasized through the study of effective methods used to design commercial products that impart information and ideas. Advanced instruction might also include experiences in silk screening and air brush techniques as well as activities in designing product packaging and commercial displays or exhibits.

Dual Credit This course provides the opportunity for dual credit for students who meet postsecondary requirements for earning dual credit and successfully complete the dual credit requirements of this course.

- DOE Code: 5550
- Recommended Grade Level: Grade 11-12
- Recommended Prerequisites: Introduction to Communications
- Credits: 2-3 credit per semester, maximum of 6 credits
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- This course is aligned with postsecondary courses for Dual Credit:
    - Ivy Tech
        - VISC 102 Fundamentals of Imaging OR
        - VISC 115 Introduction to Computer Graphics OR
        - VISC 116 Electronic Illustration
    - Vincennes University
        - DESN 155 Computer Page Layout

Dual Credit
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Application of Content and Multiple Hour Offerings
Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences. When a course is offered for multiple hours per semester, the amount of laboratory application or work-based learning needs to be increased proportionally.

Career and Technical Student Organizations (CTSOs)
Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in SkillsUSA, Business Professional of America, DECA, or Future Business Leaders of America the CTSO for this area.

Content Standards

Domain – Visual Art

Core Standard 1 Students choose appropriate visual arts techniques to develop commercial graphic art.

Standards

GDL-1.1   Analyze artists' responses to historical events and societal trends and issues, relating to current trends and their influence on future developments in the art (IAS-VA.H.1)

GDL-1.2   Compare artwork from various time periods and cultures, analyzing influences on style (IAS-VA.H.2)

GDL-1.3   Use appropriate terminology to analyze effectiveness of works of art based on established criteria (IAS-VA.H.3)

GDL-1.4   Apply theories of art and incongruities in theories when making informed judgments (IAS-VA.H.4)

GDL-1.5   Consider personal significance of works of art and aesthetic experience, making comparisons with peers, critics, and aestheticians and examining writings of aestheticians (IAS-VA.H.5)

GDL-1.6   Demonstrate skill in perception from real life to convincingly represent subject matter (IAS-VA.H.6)

GDL-1.7   Create works that demonstrate effective use and relationships of elements and principles, media, and function (IAS-VA.H.7)

GDL-1.8   Analyze and synthesize ideas, issues, perspectives, principals, and techniques of multiple disciplines in creating artwork that communicates in-depth knowledge and understanding of the value of integrated study (IAS-VA.H.8)

Domain – Technical Writing

Core Standard 2 Students create technical documentation for use in industry.

Standards

GDL-2.1   Evaluate technical writing requirements

GDL-2.2   Write technical reports

GDL-2.3   Compose technical documents

GDL-2.4   Review technical information and constraints

GDL-2.5   Prepare functional, content, testing and technical specifications

GDL-2.6   Understand the nature of oral, visual, and written communication

GDL-2.7   Plan and write documents that are appropriate for the situation, project and audience

GDL-2.8   Use technology to communicate effectively

Domain – Project Management

Core Standard 3 Students apply and adapt project management methodology to meet customer needs.

Standards

GDL-3.1   Apply project management principles

GDL-3.2   Evaluate project management methodologies

GDL-3.3   Demonstrate monitoring of a project's progress

GDL-3.4   Gather data and identify client requirements and scope of work

GDL-3.5   Develop project concept proposal plan