# Graphic Design I Course No. 30102 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Media Arts, Web and Digital

Course Description: **Technical Level:** Graphic Design 1 provides a basic understanding of the graphic design process. Topics include analyzing the design elements and principles, exploring industry tools, software, and equipment, and learning composition techniques to develop a quality product.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Analyze career paths in the visual arts.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Investigate careers that incorporate graphic design (e.g. graphic design, illustrator, art director, architecture, |  |

## Benchmark 2: Demonstrate technical skills related to careers in the visual arts.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Describe how changing technology is impacting the visual communications industry, particularly in relation to the shift from print to digital media. |  |
| 2.2 | Create and edit a variety of vector graphics using industry standard software. |  |
| 2.3 | Create and edit a variety of raster graphics using industry standard software (i.e. Adobe Photoshop, Corel Photo-Paint, etc.). |  |
| 2.4 | Demonstrate an understanding of when to use vector graphics and when to use raster graphics (i.e. vector graphics for logo design and type. Raster graphics for photo editing and painterly illustrations). |  |
| 2.5 | Explore the equipment, software and tools used in graphic design and demonstrate their proper use. |  |
| 2.6 | Define the elements and principles of design and be able to use them in a composition. (i.e. Elements- line, shape, color, texture, value, form, space. Principles-unity, emphasis, contrast, balance, visual hierarchy, scale and proportion, repetition & rhythm. |  |
| 2.7 | Analyze how images can convey messages through color, type choices, and other design elements. |  |
| 2.8 | Evaluate the visual appeal of graphic designs within visual communications using the elements and principles of design. |  |
| 2.9 | Identify which type of projects require RGB vs. CMYK file format. (RGB for screen and digital printing vs. CMYK for printing press). |  |
| 2.10 | Utilize different file types and reasons for using different file types such as .pdf, .png, .jpg, .tiff, .svg. |  |
| 2.11 | Demonstrate an understanding of the ethical issues of copyright, including avoiding infringement, licensing, and use of creative commons works. |  |
| 2.12 | Use the design process to complete a project from start to finish using the following stages: following a design brief, brainstorming, thumbnail sketches, roughs, comps, revision, presentation. |  |
| 2.13 | Identify ethical uses of generative ai (e.g. ideation and brainstorming). |  |
| 2.14 | Create a portfolio of graphic design projects that shows growth over time, add class artifacts to the (IPS) Individual Plan of Study electronic portfolio. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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