# Applied Graphic Design/Capstone Course No. 31090 Credit: 1.0

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

Pathways and CIP Codes:Media Arts, Web, and Design

Course Description: **Application Level:** The goal of this course is to provide the student with work-based learning opportunities in graphic design. It will be focused on applying technical skills to solve real-world graphic design problems. This course will also provide graphic design instruction in the organization and presentation of his or her work in a portfolio format of professional quality. A portfolio, digital portfolio archive, self-promo, resume and business ensemble will be produced. Instruction in interviewing techniques and employment searches will also be provided.

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: Professional skills

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Demonstrate the ability to complete tasks with little or no supervision. |  |
| 1.2 | Collaborate effectively with a team by setting goals, listening, following directions, dividing work and resolving conflict to create a cohesive end project. |  |
| 1.3 | Stay up to date on industry standards, styles, workflows and software. |  |
| 1.4 | Exhibit dependability, work ethic, time management and positive attitudes toward work. |  |

## Benchmark 2: Employability

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Develop and maintain a professional portfolio – add artifacts to the IPS (Individual Plan of Study). |  |
| 2.2 | Create a system of self-branding (e.g. logo, digital business card, print business card & letterhead, color palette, etc.) |  |
| 2.3 | Write and maintain a professional resume. |  |
| 2.4 | Practice interview skills. |  |

## Benchmark 3: Client communication

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Communicate with the client to determine the scope of the project and create a design brief based on client needs and target audience. |  |
| 3.2 | Share sketches, mood boards or other ideation materials to determine direction of client project. |  |
| 3.3 | Understand the difference between agency and freelance work. |  |

## Benchmark 4: Design Process

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Plan a project using research, thumbnail sketches, storyboarding and/or mood board creation. |  |
| 4.2 | Explore multiple, creative solutions to the design problem. |  |
| 4.3 | Create cohesive designs for a client including logos, branding system, assets, etc. |  |
| 4.4 | Select the appropriate resolution, compression, and file format for various media outputs including web, video, social media platforms and print. |  |
| 4.5 | Make appropriate revisions based on client communication. |  |
| 4.6 | Present the final product to the client(s) using a pitch deck and send all deliverables. |  |

## Benchmark 5: Law and Ethics

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Demonstrate an understanding of the ethical issues of copyright, including avoiding infringement, licensing, and use of creative commons works. |  |
| 5.2 | Ethically utilize generative ai in the design workflow (e.g. brainstorming, ideation). |  |

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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