# Graphic Design Course No. 05162/11154 Credit: 1.0

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

Pathways and CIP Codes: Digital Media (09.0702); Web & Digital Communications (11.1004); Marketing (52.1402); Graphic Design (50.0409)

Course Description: **Technical Level:** Commercial Graphic Design courses teach students to use artistic techniques to effectively communicate ideas and information to business and customer audiences via illustration and other forms of digital or printed media. Topics covered may include concept design, layout, paste-up and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage and computer graphics.

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: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Determine client’s needs and expected outcomes. |  |
| 1.2 | Determine purpose of the digital communication project. |  |
| 1.3 | Determine the digital communication elements to be used. |  |
| 1.4 | Determine the target audience. |  |
| 1.5 | Create and produce content. |  |
| 1.6 | Create and refine design concepts. |  |
| 1.7 | Alter digitized images using an image manipulation program. |  |
| 1.8 | Apply color theory to select appropriate colors. |  |
| 1.9 | Apply knowledge of typography. |  |
| 1.10 | Apply principles and elements of design. |  |
| 1.11 | Create and/or implement the look and feel of the product. |  |
| 1.12 | Create graphical images. |  |
| 1.13 | Evaluate visual appeal. |  |
| 1.14 | Differentiate between copyright and trademarks. |  |
| 1.15 | Define scope of work to achieve individual and group goals. |  |
| 1.16 | Use available reference tools as appropriate. |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

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