# Graphic Design II Course No. 05162 Credit: 1.0

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

Pathways and CIP Codes: Media Design and Communications (11.0801)

Course Description: **Technical Level:** Technical Level: Graphic Design 2 emphasizes applying artistic techniques, tools, and principles of design to effectively communicate ideas and information through digital and printed media. Topics covered may include concept design, layout, visual communication, and image generation, all using a variety of traditional and digital mediums, techniques, tools, and software's.

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 and design fields

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Investigate careers that incorporate drawing and design skills (e.g. graphic design, illustrator, art director, architecture, interior design, animation, apparel/textile design and fine art). |  |
| 1.2 | Demonstrate understanding of new software, techniques, and design styles to stay up to date on the ever-changing visual communications field. |  |

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

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | 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. |  |
| 2.2 | Determine the target audience and digital communication elements to be used for a project based on a client design brief. |  |
| 2.3 | Create and edit a variety of vector graphics using industry standard software. |  |
| 2.4 | Create and edit a variety of raster graphics using industry standard software. |  |
| 2.5 | Create and edit a variety of layouts using industry standard software. |  |
| 2.6 | Show understanding of when to use vector graphics software vs. raster graphics software vs. page layout software applications and how these programs work together for cross-platform use. |  |
| 2.7 | Utilize the correct color model (RGB vs. CMYK) for different types of projects (RGB for screen and digital printing vs. CMYK for printing press). |  |
| 2.8 | Apply color theory to select appropriate colors for visual appeal and meaning of a visual communications project. |  |
| 2.9 | Define typography terms and apply them to creation of graphics and layouts. |  |
| 2.10 | Effectively use the elements and principles of design in design projects (i.e. Elements- line, shape, color, texture, value, form, space. Principles-unity, emphasis, contrast, balance, visual hierarchy, scale & proportion, repetition & rhythm). |  |
| 2.11 | Evaluate the visual appeal of a design using the elements and principles of design. |  |
| 2.12 | Create a logo design based on a client brief using the design process outlined in competency 2.1. |  |
| 2.13 | Create a branding campaign with a variety of assets and collateral for print, web, social media, and product merchandising (e.g. business cards, social media profile, product packaging, merchandise examples, etc.). |  |
| 2.14 | Utilize different file types and demonstrate an understanding for when to apply them (e.g., .pdf, .png, .jpg, .tiff, .svg.). |  |
| 2.15 | Create a short animation that communicates an idea. |  |
| 2.16 | Create a portfolio of graphic design projects that shows growth over time, add class artifacts to the (IPS) Individual Plan of Study electronic portfolio. |  |

## Benchmark 3: professional skill and ethics

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Demonstrate an understanding of the ethical issues of copyright, including avoiding infringement, licensing, and use of creative commons works. |  |
| 3.2 | Ethically utilize generative ai in the design workflow (e.g. ideation and brainstorming). |  |

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

Instructor Signature:

For more information, contact:

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