



Burlington County Institute of Technology

Medford Campus

Westampton Campus

Career and Technical Programs

Career Cluster: *Arts, A/V Technology & Communications*

Program Name: *Graphic Design*

Program Title: *Advertising Art*

CIP Code: *500409*

Board Approval Date: August, 2023



Program of Study

→ Grade 9

- ◆ Fundamentals of Design
- ◆ Graphic Design I: Adobe Illustrator(Art 110)

→ Grade 10

- ◆ Principles of Advertising and Marketing (BUA 221)
- ◆ Graphic Design II: Adobe Photoshop & Photography (GDD 101)
- ◆ Drawing I (ART 120)

→ Grade 11

- ◆ Brand Identity, Packaging & Campaign
- ◆ Graphic Design III: Publication Production, and Adobe InDesign
- ◆ Illustration and Digital Media

→ Grade 12

- ◆ Portfolio Preparation
- ◆ Design Studio
- ◆ Graphic Design IV: Adobe Pathway
- ◆ Business of Design



→ Program Descriptor

- ◆ The High School CTE Program in Advertising Art & Graphic Design is an immersive and comprehensive curriculum designed to equip students with the essential skills and knowledge necessary for a successful career in the dynamic field of graphic design. The Advertising Art & Design course offers students exposure to various creative fields and equips them with the skills and knowledge needed for further education or entry-level employment in graphic design, advertising, web design, multimedia design, illustration, photography, print production, and motion graphics. The curriculum includes classroom theory, competitions, and real-world projects, with a focus on computer graphic design skills using software like Adobe Photoshop, Illustrator, and InDesign. The course also emphasizes the development of critical job skills such as meeting deadlines, giving and accepting feedback, and creating a professional portfolio. Through a combination of theoretical learning and hands-on practical experience, students will gain expertise in various software applications, design principles, marketing strategies, and business aspects of the industry. This program also offers the opportunity to earn college credits through the RCBC Cap program in four of the courses. Overall, it is a comprehensive program that provides advanced career training and prepares students for success in the creative industries.

→ Program Outcome

- ◆ The Advertising Art program focuses on developing students' skills in graphic design and visual communication. They learn to create design concepts, develop animations and multimedia projects, and create comprehensive design documents. Students also gain proficiency in using electronic imaging software for editing and manipulating digital images, as well as preparing files for printing. The program emphasizes project management and effective communication with teams and clients. Additionally, students receive guidance in creating cover letters, resumes, and an impressive portfolio for internship and job opportunities in creative industries.

→ Work Based Learning Opportunities

- ◆ Career Exploration Community Service, Volunteering and Service Learning
- ◆ Career Preparation Simulated Workplace Experience
- ◆ Career Preparation Cooperative Education Experience



→ Industry Valued Credentials

- ◆ Adobe Certified Professional (ACP) in Graphic Design & Illustration using Adobe Illustrator
- ◆ Adobe Certified Professional (ACP) in Visual Design using Adobe Photoshop
- ◆ Adobe Certified Professional (ACP) in Print & Digital Media Publication using Adobe InDesign
- ◆ OSHA 10 Safety

→ Post-Secondary Articulations

- ◆ Rowan College at Burlington County
 - BUA 221 Principles of Advertising
 - GDD 101 Introduction to Computer Graphics
 - GDD 110 Graphic Design I
 - ART 120 Drawing I

Course Descriptions

1. Grade 9

- a. *Fundamentals of Design* This introductory course provides students with a solid foundation in the principles of design, including color theory, composition, typography, and layout. Students will explore various design concepts and develop critical thinking skills to effectively communicate visual ideas. Elements that will be covered are: Line, Color, Shape, Form, Value, Typography, Space and Texture. Principles covered are: Balance, Unity, Contrast, Emphasis, Alignment, and Rhythm. Color Theory establishes the basic understanding of the color wheel, and color harmony. Students will also engage in creating a variety of illustrations with a variety of mediums, with a stress on appropriate professional work habits.
- b. *Graphic Design I: Adobe Illustrator* In this course, students will learn the fundamentals of graphic design using Adobe Illustrator. They will acquire essential skills in creating vector-based illustrations, logos, typography, and other design elements. Practical exercises and projects will reinforce their



understanding of industry-standard techniques. Students will work towards becoming an Adobe Certified Professional in Graphic Design & Illustration using Adobe Illustrator.

2. Grade 10

- a. *Principles of Advertising and Marketing* This course focuses on the core principles of advertising and marketing, providing students with an understanding of target audience analysis, market research, and promotional strategies. Students will develop creative advertising campaigns and learn how to effectively communicate messages to specific demographics. Students will also be introduced to creative problem-solving skills, refining through analyzing design problems, and developing distinctive concepts.
- b. *Graphic Design II: Adobe Photoshop & Photography* Building upon the foundation of digital design, this course delves into Adobe Photoshop and photography techniques. Students will explore image editing, manipulation, and compositing, while also gaining an understanding of photography principles and applying them to their design projects. Students will learn the skills necessary to operate a digital camera, the elements and principles of photography and composition. Students will learn the skills of image editing software, Adobe Photoshop, to manipulate raster images, and produce their digital photographs using digital output devices. Students will work towards becoming an Adobe Certified Professional in Visual Design using Adobe Photoshop.
- c. *Drawing I* introduces students to the fundamentals of drawing, enhancing their ability to observe and depict objects accurately. Through various techniques and exercises, students will develop their sketching, shading, and composition skills, enabling them to create visually compelling designs.

3. Grade 11

- a. *Brand Identity, Packaging & Campaign* This course focuses on the creation of brand identities, packaging designs, and marketing campaigns. Students will learn how to develop cohesive branding strategies, design eye-catching packaging, and create effective advertising campaigns to engage target audiences. This course builds off of Principles of Advertising, Graphic Design I and II, further exploring logo design through brand identity. It focuses on design phases from concept to final comprehensive. Students learn how a design moves from design concept to a final comprehensive, and is used for a brand campaign.
- b. *Graphic Design III: Publication Production, and Adobe InDesign* Students will explore the production process of print publications in this course, using Adobe InDesign. They will learn advanced layout



techniques, typographic hierarchy, and how to effectively organize and present information. Projects will include designing brochures, magazines, and other print materials. Students will merge image and typography to create meaningful compositions using elements and principles of design, Adobe Photoshop and Illustrator skills. Students will troubleshoot common prepress and production challenges to produce printed projects. Students will work towards becoming an Adobe Certified Professional in Print & Digital Media Publication using Adobe InDesign

- c. *Illustration and Digital Media* This course combines traditional and digital illustration techniques, enabling students to create visually captivating illustrations for various media platforms. They will explore digital painting, character design, and interactive media to create engaging visual content. This course introduces various means to illustrate such as ink, acrylics, watercolor, marker, pastels, colored pencils, collage, digital, and mixed media. Critiques, involving the instructor and the class will focus on successful communication, creativity, interpretation of the project, craft and presentation skills. This course will build on the principles learned in previous coursework and will include both observational and figure construction. Through hands-on projects, students will learn various techniques and mediums to create original work for their designs.

4. Grade 12

- a. *Portfolio Preparation* In this course, students will learn how to showcase their skills and accomplishments effectively through the development of a professional design portfolio. They will receive guidance on portfolio organization, presentation techniques, and self-promotion strategies to enhance their employment or college admission prospects. In addition, the course will help students develop and enhance communication skills, both oral and written to assure successful dealings in the field of commercial art. Developing a solid portfolio is key to obtaining a job in the Advertising field. Students will work to create a competitive portfolio for Graphic Design and/or Illustration. They will create, develop, and prepare projects for their portfolio which is geared to their specific career/post-education objectives. Topics include appropriate forms of writing, building a cover letter and resume, the interview process and how to research individual job markets. The main focus is a competitive graphic design and/or illustration portfolio for acceptance into post secondary institutions or entry into the creative industry workforce.



- b. *Design Studio* Students will have the opportunity to gain real-world experience by working in a design studio or industry-related setting. Through hands-on projects, mentorship, and collaboration with professionals, students will further refine their skills and develop a deeper understanding of the design industry's expectations and workflows. Students will perform in a simulated workplace experience of live jobs by problem-solving the design challenges of our school and local community for events such as graduation, awards ceremonies, school performances, dances, clubs and athletic events, as well as community service, volunteering, and service learning opportunities with local non-profit partnerships. Students will work with appropriate stakeholders and accept criticism, make corrections and revisions, and operate similarly to real-world live job scenarios. Students will be able to further develop their portfolios with this work.
- c. *Graphic Design IV: Adobe Pathway* This course builds upon previous coursework. Students will be able to complete a certification in their choice of Adobe Creative Cloud programs geared towards the career pathway chosen.
- d. *Business of Design* Students will expand their proficiency in software such as Photoshop, Illustrator, and InDesign, while also gaining knowledge of the business aspects of the design industry. Students will learn about Copyright Law, Estimates, Proposals, Timesheets, and the day-to-day running of a self owned graphic design business. Students will explore the NJ Small Business administration website to learn just what it takes to start a business entity. Students who participate are encouraged to start a small business with the tools learned in this course.



Curriculum Maps

Course: Safety

Unit: OSHA 10

Length: 1 Week

Standards

- 9.3.12.AG-FD.1 Develop and implement procedures to ensure safety, sanitation and quality in food product and processing facilities.
- 9.3.12.AC-CST.5 Apply practices and procedures required to maintain jobsite safety.
- 9.3.12.AR.2 Analyze the importance of health, safety and environmental management systems, policies and procedures common in arts, audio/video technology and communications activities and facilities.
- 9.3.12.ED.4 Evaluate and manage risks to safety, health and the environment in education and training settings.
- 9.3.HT-RFB.2 Demonstrate safety and sanitation procedures in food and beverage service facilities.
- 9.3.HU-ED.5 Evaluate safety and sanitation procedures associated with the early childhood education environment to assure compliance and prevent potential hazards.
- 9.3.LW.4 Conduct law, public safety, corrections and security work tasks in accordance with employee and employer rights, obligations and responsibilities, including occupational safety and health requirements.
- 9.3.LW-ENF.8 Explain the appropriate techniques for managing crisis situations in order to maintain public safety.
- 9.3.MN.3 Comply with federal, state and local regulations to ensure worker safety and health and environmental work practices.
- 9.3.MN-HSE.3 Demonstrates a safety inspection process to assure a healthy and safe manufacturing environment.
- 9.3.MN-HSE.5 Evaluate continuous improvement protocols and techniques in health, safety and/or environmental practices.
- 9.3.12.TD.5 Describe transportation, distribution and logistics employee rights and responsibilities and employers' obligations concerning occupational safety and health.
- 9.3.12.TD-HSE.1 Describe the health, safety and environmental rules and regulations in transportation, distribution and logistics workplaces.



- 9.3.12.TD-OPS.3 Comply with policies, laws and regulations in order to maintain safety, security and health and mitigate the economic and environmental risk of transportation operations.

Essential Question(s)

- Why is it important to practice safety?
- What do safe practices look like in my industry?
- How can I keep myself and others safe?

Content

- Walking working surfaces
- Emergency action plans
- Fire protection
- Electrocution hazards
- Personal protective equipment
- Hazard communication
- Materials handling, storage, use and disposal.

Skills

- Explain why OSHA is important to workers.
- Explain workers rights under OSHA
- Discuss employer responsibilities under OSHA.
- Discuss the use of OSHA standards.
- Explain how OSHA inspections are conducted.
- Utilize helpful worker safety and health resources.
- Identify hazards in the workplace associated with walking and working surfaces.
- Identify best practices for eliminating or controlling hazards associated with walking and working surfaces in the workplace.
- Recognize employer requirements to protect workers from walking and working surface hazards.



- Recognize benefits of an Emergency Action Plan.
- Identify elements of the Fire Protection Plan.
- Identify conditions under which evacuation actions may be necessary in an emergency situation.
- Identify conditions under which shelter-in-place may be necessary in an emergency situation.
- Identify characteristics of an effective emergency escape route.
- Recognize the five types of fire extinguishers, including the types of fires they can extinguish.
- Review requirements for proper maintenance of portable fire extinguishers.
- Identify major electrical hazards.
- Describe types of electrical hazards.
- Describe electrical protection methods.
- Recognize employer requirements to protect workers from electrical hazards.
- Recall employer responsibilities toward affected employees regarding PPE.
- Identify when face and head protection should be used.
- Recall which types of hand and foot protection should be used in a specific situation.
- Recognize the differences between respirator types.
- Identify the differences between full-body protection levels.
- Identify the employer's responsibilities under the HCS, including training requirements.
- Identify components of a Hazard Communication program.
- Describe requirements of the different types of Hazard Communication labels.
- Locate pertinent information about chemicals on labels, including other forms of hazard communication, to ensure "right to understanding" provisions of GHS requirements.
- Identify types of material handling equipment.
- Describe hazards associated with material handling activities (e.g., storage, use, and disposal).
- Identify methods to prevent hazards associated with material handling equipment.
- Recognize employer requirements to protect workers from material handling hazards
- Identify the main causes of machinery accidents.
- Recognize basic machinery parts that expose workers to hazards.
- Recognize workplace situations involving machinery that requires guarding.
- Identify the requirements for safeguards.



- Identify types of machine guards including types of devices used to safeguard machines.
- Identify strategies to control chemical hazards.
- Identify strategies to control biological hazards.
- Identify strategies to control physical hazards.
- Identify strategies to control ergonomic hazards.
- Identify OSHA requirements pertaining to bloodborne pathogens.
- List the potential routes of exposure from bloodborne pathogens.
- Identify the risks associated with Human Immunodeficiency Virus (HIV), Hepatitis B, and Hepatitis C Virus.
- Identify methods of preventing transmission of bloodborne pathogens & managing occupational exposures.
- Restate methods of the safe disposal of sharps.
- Recount steps which should be taken in the event of an exposure to a potential bloodborne pathogen.
- Recognize risk factors associated with work-related musculoskeletal disorders (MSD)s.
- Identify good posture.
- Describe safe lifting techniques.
- Identify ergonomic control methods for eliminating/reducing work-related MSDs.
- Identify the number one cause of death for U.S. teens.
- List eight risk factors for young drivers.
- Identify the biggest risk factor for young drivers.
- Define distracted driving.
- Provide examples and/or causes of distracted driving.
- Identify the biggest risk factor for distracted driving
- Discuss the risk of having other young passengers in the car.
- List some actions employers should take to keep employees safe while driving.
- List some actions employees can take to safely drive on the job.
- Define the term violence.
- Recall who is at risk for encountering workplace violence.
- Describe workplace violence prevention strategies.
- Identify how to StartSafe and StaySafe to prevent or lessen workplace violence.
- Recognize the costs of workplace accidents.



- Recognize the benefits of implementing an effective safety and health program.
- Describe the elements of an effective safety and health program.
- Identify three methods to prevent workplace hazards.

Assessments

- OSHA 10 Assessment and Certificate

Course: CTE

Unit: Career Awareness

Length: Woven Throughout

Standards

- 9.2.12.CAP.1: Analyze unemployment rates for workers with different levels of education and how the economic, social, and political conditions of a time period are affected by a recession.
- 9.2.12.CAP.2: Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.
- 9.2.12.CAP.3: Investigate how continuing education contributes to one's career and personal growth.
- 9.2.12.CAP.4: Evaluate different careers and develop various plans (e.g., costs of public, private, training schools) and timetables for achieving them, including educational/training requirements, costs, loans, and debt repayment.
- 9.2.12.CAP.5: Assess and modify a personal plan to support current interests and postsecondary plans.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.7: Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.



- 9.2.12.CAP.8: Determine job entrance criteria (e.g., education credentials, math/writing/reading comprehension tests, drug tests) used by employers in various industry sectors.
- 9.2.12.CAP.9: Locate information on working papers, what is required to obtain them, and who must sign them.
- 9.2.12.CAP.10: Identify strategies for reducing overall costs of postsecondary education (e.g., tuition assistance, loans, grants, scholarships, and student loans)
- 9.2.12.CAP.11: Demonstrate an understanding of Free Application for Federal Student Aid (FAFSA) requirements to apply for postsecondary education
- 9.2.12.CAP.12: Explain how compulsory government programs (e.g., Social Security, Medicare) provide insurance against some loss of income and benefits to eligible recipients.
- 9.2.12.CAP.13: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.2.12.CAP.14: Analyze and critique various sources of income and available resources (e.g., financial assets, property, and transfer payments) and how they may substitute for earned income
- 9.2.12.CAP.15: Demonstrate how exemptions, deductions, and deferred income (e.g., retirement or medical) can reduce taxable income.
- 9.2.12.CAP.16: Explain why taxes are withheld from income and the relationship of federal, state, and local taxes (e.g., property, income, excise, and sales) and how the money collected is used by local, county, state, and federal governments. ·
- 9.2.12.CAP.17: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice. ·
- 9.2.12.CAP.18: Differentiate between taxable and nontaxable income from various forms of employment (e.g., cash business, tips, tax filing and withholding). ·
- 9.2.12.CAP.19: Explain the purpose of payroll deductions and why fees for various benefits (e.g., medical benefits) are taken out of pay, including the cost of employee benefits to employers and self-employment income.
- 9.2.12.CAP.20: Analyze a Federal and State Income Tax Return
- 9.2.12.CAP.21: Explain low-cost and low-risk ways to start a business.



- 9.2.12.CAP.22: Compare risk and reward potential and use the comparison to decide whether starting a business is feasible.
- 9.2.12.CAP.23: Identify different ways to obtain capital for starting a business

Essential Question(s)

- How does one prepare for a career?
- How does one improve marketability?
- Why is career planning important?
- What are the risks in starting a business?

Content

- There are strategies to improve one's professional value and marketability.
- Career planning requires purposeful planning based on research, self-knowledge, and informed choices.
- An individual's income and benefit needs and financial plan can change over time.
- Securing an income involve an understanding of the costs and time in preparing for a career field, interview and negotiation skills, job searches, resume development, prior experience, and vesting and retirement plans
- Understanding income involves an analysis of payroll taxes, deductions and earned benefits.
- There are ways to assess a business's feasibility and risk and to align it with an individual's financial goals

Skills

- Act as a responsible and contributing community member and employee.
- Attend to financial well-being.
- Consider the environmental, social and economic impacts of decisions.
- Demonstrate creativity and innovation.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- Model integrity, ethical leadership and effective management.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity, increase collaboration and communicate effectively.



- Work productively in teams while using cultural/global competence.

Assessments

- Career Research Project
- Resume/Cover Letter

Course: Fundamentals of Design

Length: 1 Semester

Standards

- 9.4.12.CI.1 Demonstrate the ability to reflect, analyze and use creative skills and ideas.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

Essential Question(s)

- What is graphic design and where do we see it?
- What are the elements of art?
- What are the principles of design?
- What is composition?

Content



Fundamentals of Design I requires covering essential principles and concepts of design. This foundational course sets the groundwork for students to develop a strong understanding of design principles that can be applied across various disciplines. Encourage students to think critically, explore their creativity, and analyze design elements in everyday objects and media. Provide opportunities for group discussions, peer feedback, and constructive critiques to foster a collaborative and supportive learning environment. Allow students to experiment with different design styles and mediums, empowering them to develop their unique design perspectives.

- Unit 1: Introduction to Design
 - Lesson 1: What is Design? Understanding the Role of Design in Everyday Life
 - Lesson 2: Elements of Design (Line, Shape, Color, Texture)
 - Lesson Activity: Creating Collages with Various Design Elements
 - Lesson Assessment: Quiz on the Basics of Design and Its Elements
- Unit 2: Principles of Design
 - Lesson 3: Principles of Design (Balance, Contrast, Proximity, Repetition, Alignment)
 - Lesson 4: Understanding How Design Principles Work Together
 - Lesson Activity: Applying Design Principles to Create Visual Compositions
 - Lesson Assessment: Design Principles Application Project
- Unit 3: Color Theory
 - Lesson 5: Introduction to Color Theory
 - Lesson 6: Color Harmonies and Schemes
 - Lesson Activity: Designing Color Mood Boards and Color Compositions
 - Lesson Assessment: Color Composition Presentation and Evaluation
- Unit 4: Typography and Layout
 - Lesson 7: Understanding Typography and Font Selection
 - Lesson 8: Layout Design and Composition Techniques
 - Lesson Activity: Designing Typographic Posters and Layout Compositions
 - Lesson Assessment: Typography and Layout Project
- Unit 5: Introduction to Digital Design Tools
 - Lesson 9: Introduction to Graphic Design Software (Adobe Creative Cloud or other design tools)
 - Lesson 10: Navigating the Interface and Basic Tools



- Lesson Activity: Creating Simple Digital Designs Using Design Software
- Lesson Assessment: Digital Design Project
- Unit 6: Designing for Specific Mediums
 - Lesson 11: Designing for Print (Brochures, Flyers, Posters)
 - Lesson 12: Designing for Digital (Web Graphics, Social Media Posts)
 - Lesson Activity: Designing Graphics for Both Print and Digital Formats
 - Lesson Assessment: Print and Digital Design Project
- Unit 7: Design in the Real World
 - Lesson 13: Applying Design in Marketing and Advertising
 - Lesson 14: Designing for User Experience (UX)
 - Lesson Activity: Creating Design Mockups for RealLessonWorld Projects
 - Lesson Assessment: Design Mockups Presentation and Feedback
- Unit 8: Final Project
 - Lesson 1: Students work on a comprehensive final project that showcases their understanding of design principles and their ability to apply them to a specific design task or problem.
 - Lesson Assessments and Grading: Lesson
 - Lesson Quizzes and tests on design principles and concepts.

Skills

- Explain and identify what graphic design is, what a graphic designer does, and the tools used.
- Recognize examples of graphic design
- Identify the elements and principles of design
- Create compositions using the elements of art
- Create compositions using the principles of design
- Identify elements of art in compositions
- Identify and explain the principles of design in compositions

Assessments



- Elements and principles of design project
- Multiple choice assessment
- Projects are assessments based on design quality, creativity, and adherence to design briefs.

Course: Graphic Design I: Adobe Illustrator

Length: Semester

Standards

- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.
- 9.2.12.C.3 Identify transferable career skills and design alternate career plans.
- 9.2.12.CAP.2: Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.7: Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.
- 9.4.5.CT.4: Apply critical thinking and problem-solving strategies to different types of problems such as personal, academic, community and global.



Essential Question(s)

- How does collaboratively reflecting on a work help us experience it more completely?
- How does learning to use Adobe InDesign help in a career path?
- How can students use Adobe Illustrator to explore and express their ideas visually?
- How can students effectively communicate messages and narratives through graphic design using Illustrator?
- How can students analyze and evaluate their own artwork and the artwork of others created in Illustrator?
- How can students develop their artistic skills and creative thinking through the use of Illustrator?
- How can the elements of art and rules of composition help create a successful composition?
- What role does persistence play in revising, refining, and developing work?
- What are the principles and elements of design, and how can students apply them in their Illustrator projects?

Content

The Adobe Illustrator course necessitates a thoughtfully organized curriculum featuring captivating modules, instructional sessions, interactive tasks, and evaluations. Furthermore, it should offer abundant hands-on exercises, fostering an environment where students are inspired to unleash their creativity as they apply the acquired principles. Consistent feedback and constructive assessments play a vital role in aiding students to enhance their design prowess and cultivate their distinct artistic styles.

- Unit 1: Introduction to Graphic Design and Adobe Illustrator
 - Lesson 1: Course Overview and Introduction to Graphic Design
 - Lesson 2: Understanding Adobe Creative Cloud Suite (with a focus on Adobe Illustrator)
 - Activity: Adobe Creative Cloud Setup and Basic Interface Tour for Illustrator
 - Assessment: Quiz on Graphic Design Fundamentals and Adobe Illustrator Basics
- Unit 2: Illustrator Essentials and Vector Graphics
 - Lesson 3: Introduction to Vector Graphics and Raster Graphics (Illustrator vs. Photoshop)
 - Lesson 4: Tools and Techniques for Creating Vector Art
 - Activity: Creating Simple Shapes and Objects with Illustrator
 - Assessment: Designing Basic Vector Artwork
- Unit 3: Working with Typography



- Lesson 5: Understanding Typography and Font Selection
- Lesson 6: Text Tools and Typography Effects in Illustrator
- Activity: Creating TypographyBased Artwork
- Assessment: Typography Design Project
- Unit 4: Logo Design
 - Lesson 7: Principles of Effective Logo Design
 - Lesson 8: Creating Custom Logos in Illustrator
 - Activity: Designing a Logo for a Fictitious Brand
 - Assessment: Logo Design Presentation and Review
- Unit 5: Illustration and Icon Design
 - Lesson 9: Illustration Techniques in Illustrator
 - Lesson 10: Creating Icons for Digital and Print Media
 - Activity: Illustrating a Scene or Designing Icons for a Mobile App
 - Assessment: Illustration or Icon Design Project
- Unit 6: Digital Artwork and Artboard Management
 - Lesson 11: Creating Digital Artwork and Multiple Artboards
 - Lesson 12: Using Artboards for Design Variations and MultiPage Projects
 - Activity: Designing a Digital Artwork Series or MultiPage Brochure
 - Assessment: Digital Artwork Presentation and Review
- Unit 7: Layout Design and Print Preparation
 - Lesson 13: Understanding Layout Design and Print Basics
 - Lesson 14: Preparing Artwork for Print Using Adobe Illustrator
 - Activity: Designing a PrintReady Poster or Flyer
 - Assessment: Print Design Project Review
- Unit 8: Brain Buffett Video Series and GMetrix ACP Simulator Integration
 - Lesson 15: Utilizing Brain Buffett Video Series for Advanced Illustrator Techniques
 - Lesson 16: Practice and Review for Adobe Illustrator Certified Professional (ACP) Exam using GMetrix
 - Activity: Exploring Advanced Illustrator Techniques and Taking Practice ACP Exams
 - Assessment: ACP Exam Readiness
- Final Project
 - Students work on a comprehensive final project that demonstrates their proficiency in Adobe Illustrator and incorporates various design elements and techniques learned throughout the semester. They will create an original artwork or design that showcases their creativity and skills.



Skills

- Demonstrate creativity and critical thinking skills while solving design problems.
- Demonstrate knowledge of basic design principles and best practices employed in the digital graphics and illustration industry.
- Show understanding of image resolution, image size, and image file formats for web, video, and print.
- Illustrate the utilization and reasons behind different views and modes employed by artists during projects, including vector/outline vs. display/appearance, isolation mode, and various Draw modes.
- Exhibit proficiency in working with brushes, symbols, graphic styles, and patterns.
- Display understanding of typography and its application in digital graphics and illustrations.
- Show an understanding of vector drawing tools.
- Effectively export digital graphics and illustrations to various file formats.
- Possess strong time management and organizational skills to prioritize tasks, meet project deadlines, and work efficiently in a fast-paced environment.
- Create visually appealing and effective designs, showcasing an understanding of color theory, typography, layout composition, and an eye for aesthetics.
- Grasp key terminology related to digital graphics and illustrations.
- Utilize non-printing design tools in the interface, such as rulers, guides, bleeds, and artboards.
- Understand essential terminology associated with digital graphics and illustrations.

Assessments

- Quizzes and tests on fundamental concepts and software proficiency.
 - Project assessments based on design quality, creativity, and adherence to project briefs.
 - Participation and engagement in class activities and discussions.
 - A finished portfolio piece in a digital medium.
 - GMetrix simulation tests.
 - ACP Exam
-



Course: Principles of Advertising and Marketing

Length: 1 Semester

Standards

- 9.4.12.CI.1 Demonstrate the ability to reflect, analyze and use creative skills and ideas.
- 9.4.12.CT.1 Identify problem-solving strategies used in the development of an innovative product or practice.
- 9.4.12.CT.2 Explain the potential benefits of collaborating to enhance critical thinking and problem solving.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

Essential Question(s)

- What is advertising?
- What is marketing?
- What is a target market?
- What is an advertising campaign
- What are essential elements to successful advertising?
- What are the principles of effective advertising?
- What is the creative process and how do we move through it?
- How does advertising objectives affect sales, the way we consume, and society as a whole?

Content



- Unit 1: Introduction to Advertising and Marketing
 - Lesson 1: Overview of Advertising and Marketing
 - Lesson 2: Importance of Advertising in Business
 - Lesson 3: Basic Principles of Marketing
 - Lesson Activity: Brainstorming and Identifying Popular Brands
 - Lesson Assessment: Quiz on Key Concepts
- Unit 2: Understanding Consumer Behavior
 - Lesson 1: Factors Influencing Consumer Behavior
 - Lesson 2: Target Audience Identification
 - Lesson Activity: Conducting Surveys or Focus Groups
 - Lesson Assessment: Analyzing Survey Results and Identifying Target Audience
- Unit 3: Advertising Strategies
 - Lesson 1: Advertising Objectives and Goals
 - Lesson 2: Types of Advertising (Print, Digital, Broadcast, etc.)
 - Lesson 3: Creating Effective Advertising Messages
 - Lesson Activity: Designing an Advertisement
 - Lesson Assessment: Presentation and Evaluation of Advertisements
- Unit 4: Marketing Mix
 - Lesson 1: The 4Ps of Marketing (Product, Price, Place, Promotion)
 - Lesson 2: Product Development and Branding
 - Lesson 3: Distribution and Channel Management
 - Lesson 4: Integrated Marketing Communications
 - Lesson Activity: Developing a Marketing Plan for a Product
 - Lesson Assessment: Marketing Plan Presentation
- Unit 5: Digital Marketing and Social Media
 - Lesson 1: Introduction to Digital Marketing
 - Lesson 2: Social Media Marketing
 - Lesson 3: Online Advertising Case Study
 - Lesson Activity: Creating a Social Media Marketing Campaign



- Lesson Assessment: Social Media Marketing Campaign Evaluation
- Unit 6: Advertising Ethics and Regulation
 - Lesson 1: Ethical Issues in Advertising and Marketing
 - Lesson 2: Advertising Standards and Regulations
 - Lesson Activity: Analyzing Ethical Dilemmas in Advertisements
 - Lesson Assessment: Ethical Advertising Campaign Proposal
- Unit 8: Advertising Campaign Planning and Execution
 - Lesson 1: Creating an Advertising Campaign
 - Lesson 2: Budgeting and Media Planning
 - Lesson 3: Monitoring and Evaluating Campaigns
 - Lesson Activity: Developing a Comprehensive Advertising Campaign
 - Lesson Assessment: Advertising Campaign Presentation and Performance Evaluation
- Final Project: Real World Marketing Challenge Students will work on a real-world marketing challenge, either individually or in groups, to apply the knowledge and skills they have learned throughout the course. They will create a detailed marketing plan and present their strategies and solutions.

Skills

- Understanding Advertising Concepts: You'll learn the fundamental principles and concepts of advertising, including target audience identification, message creation, and media selection.
- Creativity: Advertising often involves creative thinking and coming up with innovative ideas to capture the attention of consumers. This class may enhance your creativity and imagination.
- Critical Thinking: You'll develop the ability to analyze advertising campaigns, identify their strengths and weaknesses, and make informed assessments of their effectiveness.
- Communication Skills: Advertising requires clear and persuasive communication. You'll learn how to create compelling messages and deliver them effectively to the target audience.
- Market Research: You may gain insight into the importance of market research, learning how to gather and interpret data to understand consumer behavior and preferences.
- Media Planning: Understanding different advertising platforms and their effectiveness is crucial. You may learn how to choose the right media channels to reach the target audience.
- Copywriting and Visual Design: You might get exposed to the basics of copywriting (writing persuasive ad content) and visual design principles to create impactful advertisements.



- Brand Management: Understanding the importance of brand identity, positioning, and management is essential in advertising. You may learn how to develop and maintain a brand's image.
- Ethics in Advertising: The class might cover ethical considerations in advertising, helping you understand the responsible and ethical use of persuasive techniques.
- Presentation Skills: You may have opportunities to present your own advertising ideas and campaigns, improving your public speaking and presentation abilities.
- Digital Marketing: With the increasing focus on digital advertising, you might learn about online advertising channels, social media marketing, and search engine optimization (SEO).
- Project Management: Creating and executing advertising campaigns involves managing timelines, budgets, and resources effectively.
- Teamwork: In many advertising projects, collaboration is crucial. This class might involve group projects, teaching you to work effectively with others.
- Analytical Skills: Measuring the success of advertising campaigns often involves analyzing data and key performance indicators (KPIs). You may develop analytical skills to assess campaign outcomes.

Assessments

- Quizzes and Tests:** Regular quizzes and tests may be given to assess your knowledge of key advertising principles, vocabulary, and concepts covered in class.
 - Advertising Campaign Projects:** You might work on individual or group projects where you create advertising campaigns for specific products or services. These projects may involve designing ad materials, selecting target audiences, and presenting your campaign strategy.
 - Case Studies:** Analyzing real-world advertising case studies allows you to apply the concepts learned in class to practical scenarios. You may be asked to identify the strengths and weaknesses of existing advertising campaigns and suggest improvements.
 - Presentations:** Presenting your advertising campaigns or class assignments in front of the class can evaluate your communication and presentation skills.
 - Advertising Analysis:** You might be asked to analyze existing advertisements, deconstructing their elements, target audience appeal, and effectiveness
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Course: Graphic Design II: Adobe Photoshop and Photography

Length: Semester

Standards

- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.
- 9.2.12.C.3 Identify transferable career skills and design alternate career plans.
- 9.2.12.CAP.2: Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.7: Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.
- 9.4.5.CT.4: Apply critical thinking and problem-solving strategies to different types of problems such as personal, academic, community and global.

Essential Question(s)

- How does collaboratively reflecting on a work help us experience it more completely?
- How does learning to use Adobe InDesign help in a career path?
- How can the elements of photography elevate your photograph?
- How can the rules of composition create a more successful photograph?
- How can the elements of art and rules of composition help create a successful photograph?



- How can students develop their artistic skills and creative thinking through the use of Photoshop ?
- How can students use Adobe Photoshop to explore and express their ideas visually?
- How can students effectively communicate messages and narratives through graphic design using Photoshop ?
- What role does persistence play in revising, refining, and developing work?
- What is the difference between taking and making a photograph?
- What are the principles and elements of design, and how can students apply them in their Photoshop projects?

Content

Adobe Photoshop and Photography class requires careful planning to cover essential concepts in both Adobe Photoshop and photography. Encourage students to experiment with their own photographs and explore their creativity while incorporating the principles they learn. Provide opportunities for peer feedback and constructive critiques to foster a collaborative and supportive learning environment. Regularly assess their progress and provide individualized support when needed.

- Unit 1: Introduction to Adobe Photoshop and Graphic Design
 - Lesson 1: Course Overview and Introduction to Adobe Photoshop
 - Lesson 2: Understanding Adobe Creative Cloud Suite (with a focus on Adobe Photoshop)
 - Activity: Adobe Creative Cloud Setup and Basic Interface Tour for Photoshop
 - Assessment: Quiz on Graphic Design Fundamentals and Adobe Photoshop Basics
- Unit 2: Image Editing and Manipulation
 - Lesson 3: Tools and Techniques for Image Editing and Retouching
 - Lesson 4: Using Layers and Masks for NonDestructive Editing
 - Activity: Retouching and Enhancing Photographs
 - Assessment: Image Editing Project
- Unit 3: Photography Fundamentals
 - Lesson 5: Introduction to Photography and Camera Basics
 - Lesson 6: Understanding Composition and Lighting in Photography
 - Activity: Capturing Images with Different Compositions and Lighting
 - Assessment: Photography Composition Analysis
- Unit 4: Photo Editing and Enhancement



- Lesson 7: Editing and Enhancing Photos for Creative Effects
- Lesson 8: Color Correction and Adjustment Techniques
- Activity: Creating Artistic Photo Effects and Manipulations
- Assessment: Creative Photo Editing Project
- Unit 5: Digital Art and Photo Illustration
 - Lesson 9: Combining Photos and Digital Art in Photoshop
 - Lesson 10: Creating Surreal Photo Illustrations
 - Activity: Designing a Photo Illustration with Blending Techniques
 - Assessment: Photo Illustration Project
- Unit 6: Designing for Social Media
 - Lesson 11: Creating Graphics for Social Media Platforms
 - Lesson 12: Optimizing Images for Different Social Media Channels
 - Activity: Designing Social Media Graphics and Posts
 - Assessment: Social Media Graphics Project
- Unit 7: Advanced Photoshop Techniques
 - Lesson 13: Advanced Tools and Techniques in Adobe Photoshop
 - Lesson 14: Working with 3D and Motion Graphics in Photoshop
 - Activity: Exploring Advanced Photoshop Features and Effects
 - Assessment: Advanced Photoshop Project
- Unit 8: Brain Buffett Video Series and GMetrix ACP Simulator Integration
 - Lesson 15: Utilizing Brain Buffett Video Series for Advanced Photoshop Techniques
 - Lesson 16: Practice and Review for Adobe Photoshop Certified Professional (ACP) Exam using GMetrix
 - Activity: Exploring Advanced Photoshop Techniques and Taking Practice ACP Exams
 - Assessment: ACP Exam Readiness
- Final Project
 - Students work on a comprehensive final project that combines their photography and Photoshop skills. They will create an advertising campaign, using original photographs and design elements, to showcase their ability to integrate both disciplines effectively.

Skills

- Classify different types of photographic practice; Commercial, Journalistic, etc
- Compose photographs with various exposure control settings; Exposure modes (M, Av, Tv), ISO, Apertures, Shutters



- Demonstrate creativity and the ability to think critically and solve design problems.
- Demonstrate knowledge of basic design principles and best practices employed in the digital graphics and illustration industry.
- Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print.
- Demonstrate knowledge of how and why artists employ different views and modes throughout the course of a project, including vector/outline vs. display/appearance, isolation mode, and various Draw modes.
- Demonstrate knowledge of how to work with brushes, symbols, graphic styles, and patterns.
- Demonstrate knowledge of elements of design and composition as they relate to photography.
- Demonstrate an understanding of vector drawing tools.
- Distinguish compositional schemes in photography (e.g., rule of thirds, geometric, balance, picture planes, etc.)
- Export digital graphics and illustration to various file formats.
- Operate camera under various focus settings; Focus zones, Focus modes, Auto focus settings, Manual focus
- Strong time management and organizational skills in order to prioritize tasks, meet project timelines, and work efficiently in a fast-paced environment.
- Students create visually appealing and effective designs, understand color theory, typography, layout composition, and have an eye for aesthetics.
- Understand key terminology related to digital graphics and illustrations.
- Use non-printing design tools in the interface, such as rulers, guides, bleeds, and artboards.
- Understand key terminology related to digital graphics and illustrations.

Assessments

- Quizzes and tests on fundamental concepts and software proficiency.
 - Project assessments based on design quality, creativity, and adherence to project briefs.
 - Photography composition analysis and critique.
 - Participation and engagement in class activities and discussions.
 - A finished portfolio piece in a digital medium.
 - GMetrix simulation tests.
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- ACP Exam

Course: Drawing I

Length: 1 Semester

Standards

- 9.4.12.CI.1 Demonstrate the ability to reflect, analyze and use creative skills and ideas.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

Essential Question(s)

- What is drawing from direct observation?
- What are techniques to create different marks?
- How do you contour line draw?
- What are common human face, and body proportions?
- How do you draw the human figure?
- What is a horizon line and vanishing point?
- How do you use 1-point, and 2-point perspective?
- How do you draw a landscape?
- What is blending, value and the elements of shading?
- How do you draw a still life?
- When do you use and maintain graphite pencils, colored pencil, and markers for art-making?

Content



Drawing 1 requires a well-structured approach that covers fundamental drawing skills and techniques. Remember that this outline is a general guide, and you can adapt it to suit the specific needs and interests of your students. Incorporate examples of famous artists, art history lessons, and opportunities for students to express their creativity. Encouraging a positive and supportive environment in the classroom will foster a passion for drawing and the arts.

- Unit 1: Introduction to Drawing
 - Lesson 1: Overview of Drawing and its Importance in Art
 - Lesson 2: Understanding Different Drawing Tools and Materials
 - Lesson 3: Basic Elements of Art (Line, Shape, Form, Value, Texture)
 - Activity: Exploring Different Drawing Materials
 - Assessment: Quiz on Drawing Tools and Elements of Art
- Unit 2: Contour and Gesture Drawing
 - Lesson 1: Contour Drawing Techniques
 - Lesson 2: Gesture Drawing Techniques
 - Activity: Still Life Contour Drawing
 - Assessment: Evaluation of Contour and Gesture Drawings
- Unit 3: Perspective Drawing
 - Lesson 1: 1-Point Perspective
 - Lesson 2: 2-Point Perspective
 - Lesson 3: Understanding Vanishing Points and Horizon Line
 - Activity: Drawing Simple 3D Objects Using Perspective
 - Assessment: Perspective Drawing Exercises
- Unit 4: Light and Shadow
 - Lesson 1: Understanding Light and Shadow in Drawing
 - Lesson 2: Rendering Basic Light and Shadow Effects
 - Activity: Drawing Objects with Different Light Sources
 - Assessment: Light and Shadow Drawing Analysis
- Unit 5: Still Life Drawing
 - Lesson 1: Setting Up a Still Life Composition



- Lesson 2: Observational Drawing Techniques
- Activity: Creating a Detailed Still Life Drawing
- Assessment: Still Life Drawing Evaluation
- Unit 6: Portrait Drawing
 - Lesson 1: Proportions and Anatomy of the Human Face
 - Lesson 2: Capturing Facial Expressions
 - Activity: Drawing Portraits from Reference Photos
 - Assessment: Portrait Drawing Critique
- Unit 7: Figure Drawing
 - Lesson 1: Understanding Human Anatomy and Figure Proportions
 - Lesson 2: Drawing the Human Figure in Various Poses
 - Activity: Figure Drawing from Live Models or Reference Images
 - Assessment: Figure Drawing Assessment
- Unit 8: Introduction to Composition
 - Lesson 1: Basic Composition Principles
 - Lesson 2: Rule of Thirds and Leading Lines
 - Activity: Creating Drawings with Strong Compositions
 - Assessment: Composition Analysis
- Final Project: Creative Drawing
 - Students will work on a final project that allows them to showcase their acquired drawing skills and creativity. The project could be an original artwork, a themed portfolio, or a series of drawings that demonstrate their growth throughout the course.

Skills

- Use multiple techniques for mark making
- Use and maintain multiple materials for drawing
- Draw realistically from direct observation
- Draw and shade the human face and figure in the correct proportions
- Draw using 1 and 2-point perspectives



- Use blending techniques to show value and shading

Assessments

- Human proportions project
- Perspective project
- Still life project
- In-Class Exercises: Short drawing exercises during lessons to practice specific techniques.
- Projects: Larger, more extended drawing assignments that allow students to explore various topics.
- Critiques: Constructive feedback sessions where students discuss and evaluate each other's work.
- Final Project Evaluation: Assessment of the students' final creative drawing project.

Course: Brand Identify, Packaging, and Campaign

Length: Semester

Standards

- 9.2.12.C.3 Identify transferable career skills and design alternate career plans.
- 9.2.12.C.4 Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.3.12.AR-VIS.1 Describe the history and evolution of the visual arts and its role in and impact on society.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals.
- 9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
- 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.



- 9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.
- 9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
- 9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions.
- 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.
- 9.3.MK-MER.8 Create and manage merchandising activities that provide for client needs and wants.
- 9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities
- 9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice.
- 9.4.12.CT.2: Explain the potential benefits of collaborating to enhance critical thinking and problem solving.
- 9.4.12.DC.1: Explain the beneficial and harmful effects that intellectual property laws can have on the creation and sharing of content.
- 9.4.12.DC.7: Evaluate the influence of digital communities on the nature, content and responsibilities of careers, and other aspects of society
- 9.4.12.IML.8: Evaluate media sources for point of view, bias, and motivations
- 9.4.12.IML.9: Analyze the decisions creators make to reveal explicit and implicit messages within information and media
- 9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specific task

Essential Question(s)

- What is the importance of branding in today's business landscape, and how does it influence consumer perceptions and purchasing decisions?
- How can a strong brand identity be developed and effectively communicated through various branding elements such as logos, taglines, and brand messaging?
- What role does packaging play in product marketing, and how can effective packaging design contribute to brand recognition and consumer appeal?



- How can market research and consumer analysis inform the development of brand identity, packaging, and marketing campaigns?
- What strategies and techniques are used to create cohesive and impactful marketing campaigns that align with the brand identity and target specific audiences?
- How can digital marketing platforms and technologies be leveraged to enhance brand awareness, engage consumers, and measure campaign effectiveness?
- What ethical considerations and legal regulations should be taken into account when developing branding, packaging, and marketing campaigns?
- How can design thinking and creative problem-solving be applied to develop innovative branding, packaging, and campaign solutions?
- How can effective communication and collaboration skills be utilized in the development and execution of branding, packaging, and marketing campaigns?
- How can the success of branding, packaging, and marketing campaigns be evaluated and measured, and what strategies can be employed for continuous improvement?

Content

This course has a mixture of lectures, discussions, case studies, hands-on projects, and real-world examples to engage students and reinforce their understanding of the content. Critical thinking, creativity, and collaboration throughout the course is encouraged. Guest speakers from the industry and field trips to relevant businesses to provide students with real-world insights and experiences. Key topics and areas of study:

- Introduction to Branding and Marketing:
 - Definition and importance of branding
 - Role of marketing in promoting products and services
 - Consumer behavior and the psychology of branding
- Elements of Brand Identity:
 - Logos, taglines, and brand messaging
 - Brand positioning and differentiation
 - Brand personality and brand values



- Market Research and Analysis:
 - Conducting market research for brand development
- Packaging Design:
 - Importance of packaging in marketing
 - Packaging materials, structures, and sustainability considerations
 - Visual communication and aesthetics in packaging design
- Creating Marketing Campaigns:
 - Setting campaign objectives and goals
 - Developing key messages and value propositions
 - Selecting marketing channels and strategies
- Communication and Presentation Skills:
 - Effective communication in branding and marketing
 - Presentation techniques and storytelling
 - Persuasive writing and copywriting for campaigns
- Digital Marketing and Social Media:
 - Leveraging digital platforms for brand promotion
 - Social media marketing strategies and best practices
- Marketing campaign for a Candy company
 - Students will create and manage an entire marketing campaign as a final unit of understanding all key points in curriculum,

Skills

- Introduction to design principles, such as color theory, typography, and composition.
- Understanding visual hierarchy and effective communication in design.
- Applying design principles to brand identity, packaging, and campaign materials.
- Hands-on practice in creating and editing designs for brand identity, packaging, and campaign materials.
- Creating a brand identity system, including designing a logo, selecting appropriate fonts, and developing a brand style guide.



- Exploring techniques for creating cohesive and memorable visual identities.
- Applying the brand identity system to various collateral, such as business cards, letterheads, and digital assets.
- Understanding the principles of effective packaging design, including functionality, aesthetics, and branding.
- Exploring packaging materials, structures, and sustainability considerations.
- Applying design skills to create packaging prototypes or digital mock-ups.
- Developing a creative concept for a marketing campaign based on a given brief or real-world scenario.
- Designing campaign visuals, such as advertisements, banners, and social media graphics.
- Creating mock-ups or interactive prototypes to present campaign ideas effectively.
- Understanding the role of written content in branding and marketing.
- Developing persuasive copywriting skills for brand messaging and campaign materials.
- Incorporating storytelling techniques to engage the target audience effectively.
- Exploring digital marketing channels, such as social media, email marketing, and content marketing.
- Practicing effective presentation skills for pitching brand identity, packaging, and campaign ideas.
- Refining communication skills to effectively articulate design choices and marketing strategies.
- Collaborating with peers and receiving feedback on design projects.

Assessments

- Quizzes or written assessments to test students' comprehension of key concepts, terminology, and theories related to branding, packaging, and campaign design.
 - Assign design projects that require students to create brand identity materials, packaging designs, and marketing campaign visuals.
 - Assess students' ability to collect, analyze, and interpret data effectively to inform branding, packaging, and campaign decisions.
 - Task students with developing a comprehensive marketing campaign plan based on a given scenario or real-world case study.
 - Evaluate students' ability to set campaign objectives, develop key messages, select appropriate marketing channels, and create cohesive campaign visuals.
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- Assess the effectiveness of their campaign strategies and the alignment with the brand identity and target audience.
- Assign writing tasks that require students to create persuasive copywriting for brand messaging, packaging descriptions, and campaign materials.

Course: Graphic Design III: Publication, Production, and Adobe In-Design

Length: Semester

Standards

- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.
- 9.2.12.C.3 Identify transferable career skills and design alternate career plans.
- 9.2.12.CAP.2: Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.7: Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.3.12.AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.
- 9.3.12.AR-PRT.3 Perform finishing and distribution operations related to the printing process.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.



- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.
- 9.4.5.CT.4: Apply critical thinking and problem-solving strategies to different types of problems such as personal, academic, community and global.

Essential Question(s)

- How does collaboratively reflecting on a work help us experience it more completely?
- How does learning to use Adobe InDesign help in a career path?
- How can students use Adobe InDesign to explore and express their ideas visually?
- How can students effectively communicate narratives through graphic design using InDesign?
- How can students analyze and evaluate their own artwork and the artwork of others created in InDesign ?
- How can students develop their artistic skills and creative thinking through the use of InDesign ?
- How can the elements of art and rules of composition help create a successful composition?
- What role does persistence play in revising, refining, and developing work?
- What are the principles and elements of design, and how can students apply them in their InDesign projects?

Content

Unit 1: Introduction to Publication Design and Adobe InDesign

- Lesson 1: Introduction to Publication Design
 - Provide an overview of publication design, discussing its purpose and key elements.
 - Show examples of various publications to inspire and familiarize students with different layouts and formats.
 - Introduce the principles of typography, color theory, and visual hierarchy in publication design.
- Lesson 2: Adobe InDesign Basics
 - Provide hands on training on the essential tools and features of Adobe InDesign.
 - Guide students in creating basic layouts, importing images and text, and applying formatting.
 - Encourage students to explore different InDesign panels and menu options to familiarize themselves with the software.

Unit 2: Layout Design and Composition

- Lesson 3: Grid Systems and Layout Structures



- Teach students about grid systems and how they can be used to create organized and visually pleasing layouts.
- Assign projects that require students to create layouts using different grid structures.
- Provide feedback and guidance on how to effectively use grids for balance, alignment, and consistent spacing.
- Lesson 4: Visual Hierarchy and Typography
 - Discuss the importance of visual hierarchy in guiding the reader's attention through a publication.
 - Teach students about typographic principles, such as font selection, size, spacing, and hierarchy.
 - Assign projects that challenge students to create clear and effective visual hierarchies using typography.

Unit 3: Image Integration and Manipulation

- Lesson 5: Image Selection and Editing
 - Teach students techniques for selecting and preparing images for publication.
 - Demonstrate image editing and manipulation using Adobe Photoshop or other image editing software.
 - Guide students in integrating images seamlessly into their InDesign layouts.
- Lesson 6: Advanced Image Effects and Filters
 - Introduce students to advanced image effects and filters available in InDesign and other software.
 - Assign projects that require students to apply various image effects to enhance the visual impact of their designs.
 - Provide feedback and support on the effective use of image effects without overwhelming the overall design.

Unit 4: Interactive Elements and Digital Publishing

- Lesson 7: Interactive Elements in InDesign
 - Teach students how to create interactive elements, such as hyperlinks, buttons, and multimedia, using InDesign.
 - Assign projects that incorporate interactive elements to engage readers and enhance the user experience.
 - Provide guidance on how to test and troubleshoot interactive elements for compatibility and functionality.
- Lesson 8: Digital Publishing and Exporting
 - Introduce students to digital publishing options, such as PDF, EPUB, and online platforms.



- Teach students how to export their InDesign projects for different digital publishing formats.
- Guide students in optimizing their designs for online viewing, including responsive layouts and file size management.

Unit 5: Publication Production and Project Management

- Lesson 9: Publication Production Workflow
 - Provide an overview of the publication production process, including planning, content gathering, and editing.
 - Teach students how to organize and manage their projects efficiently, including file organization and version control.
 - Guide students in collaborating effectively within a team, assigning roles and responsibilities.
- Lesson 10: Realworld Publication Projects
 - Assign students real world publication projects, such as designing newsletters, brochures, or magazines.
 - Guide students through the entire design process, from initial concept development to final production.
 - Encourage students to present and critique their work, reflecting on the challenges and successes of their projects.

Skills

- Design a multi page publication using the compositional and principles of design.
- Demonstrate how to choose which digital format options to export to— Interactive PDF, EPUB, HTML, Digital Publishing Suite, and so on.
- Demonstrate creativity and the ability to think critically and solve design problems.
- Demonstrate knowledge of the appropriate properties of page layouts for print, web and digital publishing
- Demonstrate knowledge of exporting, packaging, saving, and organizing files.
- Demonstrate knowledge of how to create multiple-page documents
- Demonstrate knowledge of how to prepare page layouts for publishing to print.
- Demonstrate knowledge of how to prepare page layouts for export to multi screen device
- Demonstrate knowledge of elements of design and composition as they relate to publications.
- Export digital graphics and illustration to various file formats.



- Strong time management and organizational skills in order to prioritize tasks, meet project timelines, and work efficiently in a fast-paced environment.
- Students create visually appealing and effective designs, understand color theory, typography, layout composition, and have an eye for aesthetics.
- Understand key terminology related to digital graphics and illustrations.
- Use non-printing design tools in the interface, such as rulers, guides, bleeds, and artboards.
- Understand key terminology related to digital graphics and illustrations.

Assessments

- Various projects related to the curriculum and lesson.
- A finished portfolio piece in a digital medium.
- GMetrix simulation tests.
- ACP Exam

Course: Illustration and Digital Media

Standards

- 9.2.12.CAP.2: Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.
- 9.2.12.CAP.3: Investigate how continuing education contributes to one's career and personal growth.
- 9.2.12.CAP.4: Evaluate different careers and develop various plans (e.g., costs of public, private, training schools) and timetables for achieving them, including educational/training requirements, costs, loans, and debt repayment.
- 9.2.12.CAP.5: Assess and modify a personal plan to support current interests and postsecondary plans.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.8: Determine job entrance criteria (e.g., education credentials, math/writing/reading comprehension tests, drug tests) used by employers in various industry sectors.
- 9.4.12.CI.1 Demonstrate the ability to reflect, analyze and use creative skills and ideas.



- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

Essential Question(s)

- What is an original illustration?
- What are copyright laws?
- What are different techniques for illustrating?
- What is color theory?
- What are color harmonies?
- How do you illustrate with ink, and markers?
- How do you paint with acrylic?
- What is mixed media?
- How do you digitally illustrate?

Content

Unit 1: Introduction to Advertising Art

- Lesson 1: Understanding Advertising Art
 - Introduction to the field of advertising art and its significance in the industry.
 - Exploring the role of advertising art in creating brand awareness and promoting products/services.
 - Analyzing examples of successful advertising campaigns and their artistic elements.
- Lesson 2: Design Principles in Advertising Art
 - Introducing fundamental design principles (e.g., composition, color theory, typography) and their application in advertising art.



- Demonstrating how design principles contribute to creating compelling and visually appealing ads.

Unit 2: Traditional Illustration Techniques

- Lesson 1: Introduction to Traditional Illustration
 - Familiarizing students with various traditional illustration techniques (e.g., pencil sketching, ink drawing, watercolor painting).
 - Understanding the use of traditional illustrations in print media and advertising.
- Lesson 2: Ink Drawing and Line Art
 - Teaching students how to create expressive line art using pens and ink.
 - Demonstrating how ink drawings can be used in advertising for bold and eye-catching visuals.

Unit 3: Digital Illustration Techniques

- Lesson 1: Introduction to Digital Illustration
 - Introducing students to digital illustration software (e.g., Adobe Illustrator, Fresco).
 - Teaching basic tools and techniques for creating digital illustrations.
- Lesson 2: Vector Illustration for Advertising Art
 - Understanding the benefits of vector illustrations in advertising, such as scalability and versatility.
 - Demonstrating how to create vector illustrations for logos, icons, and infographics.

Unit 4: Digital Media and Advertising Campaign

- Lesson 1: Digital Media in Advertising
 - Exploring various digital media platforms used in advertising (e.g., social media, websites, banner ads).
 - Understanding the impact of digital media on reaching target audiences.
- Lesson 2: Creating Digital Media Content
 - Teaching students how to design digital media content (e.g., social media graphics, web banners) using graphic design software.

Skills



- Proficiency in creating accurate and expressive pencil sketches for brainstorming and initial concept development.
- Ability to create clean and bold line art using pen and ink, suitable for various advertising art applications.
- Watercolor Painting: Understanding how to use watercolor as a medium for creating artistic illustrations with depth and vibrancy.
- Competence in creating digital illustrations using graphic design software (e.g., Adobe Illustrator, Procreate) with a focus on vector based graphics.
- Understanding how to arrange visual elements to create visually balanced and harmonious designs.
- Knowledge of color psychology and the ability to use color effectively to convey emotions and messages.
- Proficiency in selecting appropriate fonts and typography styles to enhance visual appeal and readability.
- Understanding how to guide viewers' attention through the use of visual hierarchy to communicate key messages effectively.
- Ability to generate creative and relevant ideas for logos and brand identity designs.
- Skill in creating memorable and versatile logos that represent the essence of a brand and its values.
- Understanding the importance of maintaining consistency in brand identity across different mediums and platforms.
- Proficiency in creating digital media content, such as social media graphics, web banners, and digital ads.
- Social Media Marketing: Understanding how to use digital media platforms effectively for advertising and brand promotion.
- Capability to analyze design challenges and make informed decisions to address them effectively.
- Iterative Design: Willingness to seek feedback and make improvements to their work through an iterative design process.
- Strong communication skills, both written and verbal, to articulate design ideas and collaborate effectively with team members.

Assessments

- Original illustrations projects
- Charcoal or Pastel project
- Painting project



- Advertising Art Analysis
 - Students examine and discuss various advertisements to identify the artistic techniques used to convey messages effectively.
- Creating an Ad Campaign Poster
 - Students work individually or in groups to design an advertising campaign poster for a fictional product or service, applying the design principles learned.
 - Assessment: Evaluation of the ad campaign posters based on creativity, effective use of design principles, and clarity of the message.
- Pencil Sketching Practice
 - Students practice sketching objects, scenes, and people using pencils to improve their observational drawing skills.
- Creating Ink Illustrations
 - Students work on producing ink illustrations for a specific advertising campaign, showcasing products or concepts.
 - Assessment: Evaluation of the ink illustrations based on technical skill, creativity, and alignment with the campaign theme.
- Designing Vector Logos and Icons
 - Students design vector-based logos and icons for fictional brands or real-world scenarios.
 - Assessment: Evaluation of the vector illustrations based on technical proficiency, creativity, and suitability for advertising purposes.
- Digital Media Campaign Concept
 - Students brainstorm and create a concept for a digital media advertising campaign, considering the platform and target audience.
- Digital Media Campaign Development
 - Students work on designing content for their digital media advertising campaign, including static graphics and animated elements.
 - Assessment: Evaluation of the digital media campaign based on creativity, adherence to the concept, and effective use of digital media elements.



- Final Assessment: Comprehensive final project that combines various elements learned throughout the semester, such as designing an ad campaign incorporating both traditional and digital media.

Course: Portfolio Preparation

Length: 1 Semester

Standards

- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.7: Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.3.12.AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.
- 9.3.12.AR-PRT.3 Perform finishing and distribution operations related to the printing process.
- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.
- 9.4.5.CT.4: Apply critical thinking and problem-solving strategies to different types of problems such as personal, academic, community and global.

Essential Question(s)

- Why is an advertising art portfolio important for professional opportunities?
- How can visual elements effectively communicate messages in a portfolio?



- How can creative problem-solving be applied to overcome challenges in portfolio development?
- How can the organization and structure of a portfolio enhance its effectiveness?
- How can effective presentation skills contribute to the success of a portfolio?
- How can visual branding and cohesion strengthen a portfolio?
- What are the current trends and emerging practices in the advertising art industry?

Content

By incorporating a variety of learning activities, such as guest speakers, hands-on portfolio creation, peer critiques, and simulation exercises, students can actively engage with the content and gain practical skills.

Unit 1: Introduction to Advertising Art Portfolio Development

- Overview: Introduce students to the purpose and significance of an advertising art portfolio for professional opportunities.
- Topics:
 - Importance of portfolios in the advertising industry.
 - Exploring different types of portfolios (physical, digital, online).
 - Setting goals and identifying target audience for the portfolio.

Unit 2: Portfolio Planning and Organization

- Overview: Guide students in planning and organizing their advertising art portfolio effectively.
- Topics:
 - Selecting and curating strong portfolio pieces.
 - Developing a narrative and visual flow within the portfolio.
 - Creating sections or categories for different types of work.
 - Balancing diversity and coherence in portfolio content.

Unit 3: Presentation and Layout Design

- Overview: Teach students how to create visually appealing and professional portfolio presentations.
- Topics:
 - Designing cover pages and introductory sections.
 - Creating a consistent visual branding within the portfolio.
 - Utilizing layout design principles for readability and impact.
 - Incorporating captions, descriptions, and supporting materials.



Unit 4: Digital Portfolio Development

- Overview: Focus on developing a digital advertising art portfolio that can be easily shared and accessed online.
- Topics:
 - Selecting appropriate platforms for hosting digital portfolios.
 - Creating a user-friendly and visually engaging online portfolio.
 - Optimizing digital images and media for web display.
 - Integrating interactive elements and multimedia (if applicable).

Unit 5: Print Portfolio Production

- Overview: Explore the production process for creating a physical print version of the advertising art portfolio.
- Topics:
 - Selecting appropriate print materials and formats.
 - Understanding print specifications and requirements.
 - Collaborating with print professionals for high-quality production.
 - Creating a professional presentation and packaging for the print portfolio.

Unit 6: Portfolio Review and Presentation Skills

- Overview: Prepare students for presenting and discussing their advertising art portfolio in professional settings.
- Topics:
 - Developing effective verbal and non-verbal communication skills.
 - Practicing portfolio presentations and elevator pitches.
 - Receiving and incorporating constructive feedback.
 - Building confidence and professionalism in portfolio discussions.

Unit 7: Portfolio Marketing and Career Development

- Overview: Guide students in leveraging their advertising art portfolio for career advancement.
- Topics:
 - Creating supporting materials (resumes, cover letters, etc.).
 - Crafting an artist statement and bio.
 - Exploring networking and self-promotion strategies.
 - Understanding industry trends and job market expectations.



Skills

- Understand the purpose and significance of advertising art portfolios.
- Identify personal career goals and aspirations related to portfolio development.
- Analyze and evaluate personal artwork to identify strengths and areas for improvement.
- Curate a selection of portfolio pieces that effectively showcase skills and creativity.
- Develop a narrative or theme that creates a cohesive flow within the portfolio.
- Organize portfolio content into sections or categories based on different types of work.
- Balance diversity and coherence in portfolio content to create an engaging presentation.
- Apply design principles to create visually appealing portfolio layouts.
- Create cover pages and introductory sections that grab attention and establish a visual brand.
- Utilize typography, color theory, and imagery to enhance the overall visual impact.
- Incorporate effective visual branding elements that maintain consistency throughout the portfolio.
- Select appropriate platforms and tools for developing a digital portfolio.
- Design and create a user-friendly and visually engaging online portfolio.
- Optimize digital images and media for web display and fast loading times.
- Integrate interactive elements and multimedia components to enhance the digital portfolio experience.
- Understand print specifications, paper selection, and binding techniques for print portfolios.
- Prepare digital files for print production, considering color accuracy and resolution.
- Collaborate with print professionals to ensure high-quality production and accurate representation of artwork.
- Create a professional presentation and packaging for the physical print portfolio.
- Develop effective verbal and non-verbal communication skills for presenting the portfolio.
- Practice delivering clear and concise explanations of artwork, concepts, and design decisions.
- Receive and incorporate constructive feedback to improve portfolio presentations.
- Build confidence and professionalism in discussing and presenting artwork to peers and professionals.
- Create supporting materials such as resumes, cover letters, and artist statements.
- Develop strategies for networking, self-promotion, and job search within the advertising art industry.
- Understand industry trends, emerging practices, and potential career pathways.



- Identify opportunities for professional growth and advancement in the advertising art field.

Assessments

Unit 1: Introduction to Advertising Art Portfolio Development Assessments:

- Written reflection: Have students write a reflection on the importance of portfolios in the advertising industry and their personal goals for developing a portfolio.

Unit 2: Portfolio Planning and Organization Assessments:

- Portfolio selection and justification: Ask students to select portfolio pieces and provide written justifications for why each piece was chosen.
- Portfolio storyboard review: Evaluate students' visual storyboards to assess their ability to plan and organize their portfolio effectively.

Unit 3: Presentation and Layout Design Assessments:

- Portfolio layout design project: Assess students' portfolio layout designs based on visual appeal, effective use of design principles, and cohesive presentation.
- Peer critique and feedback: Facilitate a peer review session where students provide feedback on each other's portfolio layouts and offer suggestions for improvement.

Unit 4: Digital Portfolio Development Assessments:

- Digital portfolio evaluation: Evaluate students' digital portfolios based on criteria such as user-friendliness, visual impact, integration of interactive elements (if applicable), and overall presentation.
- Self-assessment and reflection: Have students evaluate their own digital portfolios and reflect on their strengths and areas for improvement.

Unit 5: Print Portfolio Production Assessments:

- Print portfolio review: Evaluate students' physical print portfolios based on their adherence to print specifications, attention to detail, and overall presentation quality.
- Print production process evaluation: Assess students' understanding of the print production process through quizzes, worksheets, or written reflections.

Unit 6: Portfolio Review and Presentation Skills Assessments:

- Portfolio presentation assessment: Evaluate students' portfolio presentations based on their verbal and non-verbal communication skills, organization, clarity, and ability to address questions and feedback.
- Peer feedback analysis: Have students analyze the feedback they receive during peer portfolio reviews and reflect on how they will incorporate the feedback into their presentations.

Unit 7: Portfolio Marketing and Career Development Assessments:



- Professional materials evaluation: Assess students' resumes, cover letters, artist statements, or other supporting materials based on their effectiveness in showcasing skills and experiences.
- Career development plan: Ask students to develop a career development plan outlining their goals, strategies for networking, and steps to pursue professional opportunities in the advertising art industry.

Course: Design Studio

Standards

- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.7: Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.3.12.AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.
- 9.3.12.AR-PRT.3 Perform finishing and distribution operations related to the printing process.
- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.
- 9.4.5.CT.4: Apply critical thinking and problem-solving strategies to different types of problems such as personal, academic, community and global.

Essential Question(s)

- What is the role and function of a design studio in the creative industry?
- What are the essential skills and competencies needed to work effectively in a design studio environment?
- How do design studios collaborate with clients and other professionals to create successful design solutions?
- What are the processes and workflows involved in executing design projects within a studio setting?



- How does a design studio balance creativity and practical considerations in delivering client-centered design solutions?
- How can effective communication and presentation skills contribute to success in a design studio environment?

Content

- Introduction to Design Studios:
 - Overview of design studios and their role in the creative industry.
 - Developing time management and organizational skills to meet project deadlines.
 - Developing client management skills, including client communication, needs assessment, and building professional relationships.
 - Practicing effective presentation skills to communicate design concepts and solutions to clients.
- Design Processes and Workflows:
 - Understanding the purpose, goals, and requirements of a design project based on a brief.
 - Analyzing and interpreting client needs, target audience, and project specifications.
 - Exploring the design process from initial research and concept development to final implementation and delivery.
 - Understanding the importance of iterative design and incorporating client feedback.
 - Learning project management techniques to plan, execute, and deliver design projects within deadlines and budgets.
 - Exploring professional standards, industry best practices, and ethical decision-making in design projects.
- Tools and Technologies in Design Studios:
 - Familiarizing students with design software and digital tools commonly used in design studios, such as Adobe Creative Suite.
 - Developing proficiency in using tools for digital design, image editing, vector graphics, and layout design.
 - Understanding emerging technologies and their impact on design studio work, such as virtual reality and augmented reality.



- Research and Concept Development:
 - Conducting research on the subject matter, industry, and target audience of the design project.
 - Generating creative ideas and concepts that align with the project objectives and client requirements.
 - Refining and developing initial design concepts based on research and client feedback.
 - Applying design principles and best practices to create visually appealing and effective designs.
 - Applying problem-solving techniques to develop innovative design solutions.
 - Exploring various design styles and techniques relevant to the project requirements.
- Iterative Design Process:
 - Applying software skills to translate design concepts into digital designs.
 - Emphasizing the importance of an iterative design process, including creating multiple design iterations, seeking feedback, and making revisions.
 - Incorporating user-centered design principles and addressing client feedback to refine and improve the design.
 - Practicing effective communication skills to present design concepts, rationale, and progress to clients and team members.
 - Collaborating with clients and stakeholders throughout the design process, seeking input, and managing expectations.
 - Working in a team environment, contributing ideas, and coordinating efforts to meet project goals.
- File Management and Organization:
 - Developing skills in organizing design files, managing project assets, and maintaining version control.
 - Understanding file formats, resolution, and specifications for various design deliverables.
 - Understanding the production process for print and digital design deliverables.
 - Preparing files for printing, including color management, resolution, and file formats.
 - Optimizing designs for digital platforms and understanding web design principles.
- Presentation and Client Communication:
 - Practicing effective presentation skills to showcase and articulate design concepts, process, and final deliverables to clients.
 - Developing skills in client communication, active listening, and incorporating client feedback.
- Professional Development and Industry Awareness:



- Promoting continuous learning and professional growth in the design industry.
- Exploring career pathways, networking opportunities, and industry trends in design studios.

Skills

- Analyzing and interpreting client needs, target audience, and project specifications.
- Conducting research on the subject matter, industry, and target audience of the design project.
- Generating creative ideas and concepts that align with the project objectives and client requirements.
- Incorporating user-centered design principles and addressing client feedback to refine and improve the design.
- Understanding file formats, resolution, and specifications for various design deliverables.
- Understanding the production process for print and digital design deliverables.
- Preparing files for printing, including color management, resolution, and file formats.
- Optimizing designs for digital platforms and understanding web design principles.
- Understanding project management principles and techniques to effectively manage design projects.
- Setting project timelines, milestones, and deadlines.
- Prioritizing tasks, managing resources, and adapting to project constraints.

Assessments

- Design Brief Analysis
- Test students' proficiency in using design software such as Adobe Photoshop, Illustrator, or InDesign.
- Design Presentation and Client Communication

Course: Graphic Design IV: Adobe Pathway

Length: Semester

Standards



- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.
- 9.2.12.C.3 Identify transferable career skills and design alternate career plans.
- 9.2.12.CAP.2: Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.7: Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.3.12.AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.
- 9.3.12.AR-PRT.3 Perform finishing and distribution operations related to the printing process.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.
- 9.4.5.CT.4: Apply critical thinking and problem-solving strategies to different types of problems such as personal, academic, community and global.

Essential Question(s)

- How can students effectively utilize the Brain Buffet video series to develop advanced skills in various Adobe software applications?
- How does the GMetrix testing software enhance students' ability to demonstrate proficiency in Adobe software?
- What strategies can students use to adapt their existing ACP-certified skills to learn and master new Adobe software?
- How does the Brain Buffet video series support the development of creative thinking and design exploration?
- How can students select Adobe software they are not ACP-certified in and create a plan to independently acquire proficiency?



- How does allowing students to choose their software promote individualized learning and adaptability in a rapidly changing digital design landscape?
- How can students use the skills acquired from the Brain Buffet series and GMetrix assessments to create portfolio-worthy projects across various Adobe software?
- How can students collaborate effectively within a team to combine skills from different Adobe software to achieve a cohesive project?
- How can students develop an understanding of ethical and legal considerations related to graphic design, such as copyright, intellectual property, and responsible image use, within the context of Adobe software?
- How does Graphic Design IV empower students to pursue further certifications, explore advanced techniques, and stay competitive in the design industry?

Content

- Unit 1: Review of Adobe Basics and Software Selection
 - Instructional Activity: Brain Buffet video series introduction and overview.
 - Lesson Plan: Discuss the importance of Adobe software proficiency and ACP certifications. Guide students in selecting new Adobe software to learn based on their interests and prior certifications.
- Unit 2: Deep Dive into Chosen Adobe Software
 - Instructional Activity: Brain Buffet video tutorials for the chosen Adobe software.
 - Lesson Plan: Break down the chosen software into modules. Organize class sessions around each module, combining video learning with hands-on practice.
- Unit 3: Advanced Techniques and CrossSoftware Integration
 - Instructional Activity: Crossreference other Adobe softwares for interconnected skills across various Adobe software.
 - Lesson Plan: Design projects that require the integration of skills from different Adobe softwares, encouraging students to create comprehensive designs.
- Unit 4: RealWorld Application and ProjectBased Learning
 - Instructional Activity: Assign real world design projects that align with each student's chosen Adobe software.
 - Lesson Plan: Guide students through the project lifecycle, from ideation to execution, using Brain Buffet videos as supplementary resources.
- Unit 5: Portfolio Development and Presentation
 - Instructional Activity: Brain Buffet videos on portfolio best practices.



- Lesson Plan: Assist students in curating their projects into a professional portfolio, emphasizing variety and showcasing skills in their chosen Adobe software.

Skills

- Understanding of ACP certification, evaluating Adobe software choices.
- Integrating skills across Adobe software, complex design execution.
- Applying skills to authentic design projects, problem solving.
- Portfolio curation, effective presentation of work.

Assessments

- Unit 1: Review of Adobe Basics and Software Selection
 - Assessment: Class discussion on the benefits of ACP certifications and students' rationale for selecting specific Adobe software.
- Unit 2: Deep Dive into Chosen Adobe Software
 - Assessment: Practical exercises using GMetrix testing software to gauge students' proficiency and knowledge.
- Unit 3: Advanced Techniques and CrossSoftware Integration
 - Assessment: Project presentations where students demonstrate how they combined skills from different software to solve design challenges.
- Unit 4: RealWorld Application and ProjectBased Learning
 - Assessment: Evaluation of completed projects based on design quality, technical execution, and adherence to project guidelines.
- Unit 5: Portfolio Development and Presentation
 - Assessment: Review and critique of students' portfolios, evaluating their ability to showcase their chosen Adobe software skills.

Course: Business of Design

Length: 1 Semester



Standards

- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.
- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.7: Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.3.12.AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.
- 9.3.12.AR-PRT.3 Perform finishing and distribution operations related to the printing process.
- 9.4.5.CT.3: Describe how digital tools and technology may be used to solve problems.
- 9.4.5.CT.4: Apply critical thinking and problem-solving strategies to different types of problems such as personal, academic, community and global.

Essential Question(s)

- What are the fundamental principles and practices of running a successful design company?
- What are the key steps involved in establishing and managing a design business, including legal, financial, and administrative considerations?
- How can effective project management techniques be applied to ensure successful completion of design projects within timelines and budgets?
- How can design companies leverage technology and digital tools to enhance their efficiency, productivity, and service offerings?
- What are the strategies for fostering creativity, innovation, and collaboration within a design company?
- What are the strategies for continuous professional development and staying updated with industry practices and design standards?



- What are the challenges and opportunities in the design industry, and how can design companies adapt and thrive in a rapidly changing landscape?

Content

Introduction to Design Business:

- Overview of the design industry and its various sectors
- Understanding the role and responsibilities of a design business owner
- Intellectual property rights and copyright protection in the design industry
- Understanding the financial aspects of starting and operating a design business

Financial Management:

- Basics of estimates, invoicing, contracts and proposals.
- Pricing strategies and determining project costs

Marketing and Branding:

- Creating a marketing strategy and developing a brand identity for a design business
- Promoting design services through various marketing channels
- Building client relationships and effective client communication

Project Management:

- Effective project planning, scheduling, and resource management in design projects
- Managing client expectations and delivering high-quality design work on time and within budget
- Collaborating with clients, team members, and external stakeholders in design projects

Team Management and Leadership:

- Understanding effective leadership principles and practices in a design business
- Building and managing a design team

Technology and Tools for Design Businesses:

- Leveraging design software, digital tools, and technology to enhance productivity and efficiency
- Exploring project management tools, time-tracking software, and design collaboration platforms

Professional Development and Industry Trends:

- Continuing education and professional development opportunities for design professionals
- Staying updated with industry trends, emerging technologies, and design best practices



Skills

- Developing an entrepreneurial mindset, including creativity, innovation, and problem-solving skills. Legal and Regulatory Skills:
- Understanding intellectual property rights, copyright laws, and contracts relevant to the design industry.
- Pricing strategies and understanding project costs, profit margins, and budgeting.
- Creating a strong brand identity and positioning for the business.
- Implementing marketing tactics, such as social media marketing, content creation.
- Building and maintaining client relationships, including effective communication, negotiation, and customer service skills.
- Presenting design concepts and proposals professionally and persuasively.
- Planning, organizing, and executing design projects effectively within timelines.
- Managing project scope, resources, and stakeholders.
- Utilizing project management tools and techniques for efficient project delivery.
- Leading and motivating a design team.
- Delegating tasks, providing feedback, and resolving conflicts within the team.
- Proficiency in design software and digital tools relevant to the design industry.
- Staying updated with emerging technologies and trends in the design field.
- Developing a personal brand and online presence to showcase design skills and expertise.

Assessments

- Quizzes or written assessments.
 - Case Studies Marketing Campaign Development
 - Project Management Simulations.
 - Portfolio and Business Branding Evaluation
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Resources

→ Course Resources

- ◆ <https://certiport.pearsonvue.com/Certifications/Adobe/ACP/Overview.aspx>
- ◆ <https://certifiedprofessional.adobe.com/en/home>
- ◆ Brain Buffet