

CTE

Graphics / Web Design I

Curriculum Map – Teacher Pages



Chandler Unified School District #80

**CTE
GRAPHICS / WEB DESIGN I**

**Curriculum Map / Teacher Pages
Semester 1**

<u>Standard</u>	<u>Measurement Criteria</u>	<u>AZ Common Core Standards Integration (Literacy / Math)</u>	<u>Explanations, Examples, and Suggested Resources</u>
3.0 – DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	3.1 Use industry terminology appropriately in the work environment.	<i>Craft and Structure</i> 9-10.RST.4 Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context.	<ul style="list-style-type: none"> • Glossary of Terms http://www.keiger.com/Pages/Glossary.asp?strChoice=A&strAll=True Copy & paste URL if necessary
4.0 – DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	4.5 Identify the purpose, content, and audience for communications.	<i>Production and Distribution of Writing</i> 9-10.WHST.4 Produce clear and coherent writing in which the development, organization and style are appropriate to task, purpose, and audience.	<ul style="list-style-type: none"> • Design Brief http://sirvcd.files.wordpress.com/2011/02/design-brief-sample.pdf Copy & paste URL to obtain pdf file.
	4.7 Format communications for the purpose, audience, and medium/media.		
	4.8 Use editing skills when reviewing communications.	<i>Production and Distribution of Writing</i> 9-10.WHST.5 Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.	<ul style="list-style-type: none"> • Writing Project Example: Research, write a biography and obtain an image of a famous typographer (assigned by instructor). Edit, proofread and flow into InDesign to produce a professional book page layout. Set style sheets for heads, subheads, body text, captions, pull quotes, and call outs.

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4.0 – DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	4.9 Use proofing skills and check the spelling when reviewing communications.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Graphic Arts:</i> Unit 1 Lesson 4-Proofing http://cte.pimajted.org/Graphics/Graphic_Arts/Lessons • Proof-reader Marks http://www.merriamwebster.com/mw/table/proofrea.htm Copy & paste URL if necessary
	5.2 Apply essential commands and knowledge of computer operating systems.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Photo Imaging:</i> Unit 6-Computer Skills http://cte.pimajted.org/Graphics/Photo_Imaging/Lessons • Adobe Illustrator CS5 Classroom in a Book. Ch. 15 pg. 426 - <i>Working with Adobe Bridge</i> • Photography - Pg. 132 - <i>Setting up a Workflow</i>
	5.3 Apply computer file management techniques.		
5.4 Use the Internet for file transfer.			

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	5.5 Select the format for digital delivery.		
5.0 – UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA	5.6 Use and care for equipment and related accessories.		<ul style="list-style-type: none"> • Photography - Pg. 126, 127 <i>Downloading and Scanning</i>
7.0 – ENGAGE IN PRE-PRODUCTION / PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN	7.1 Determine the difference between art and design.		http://www.webdesignerdepot.com/2009/09/the-difference-between-art-and-design/
	7.2 Identify the basic principles of Graphic Design (balance, emphasis, movement, unity, contrast, and simplicity).		<ul style="list-style-type: none"> • The Elements of Design - Ch. 1 <i>Defining the Language of Design</i> • AZ CTE Curriculum Consortium Wiki: <i>Photo Imaging:</i> Y2 Unit 8 - <i>Elements of Design</i> http://cte.pimajted.org/Graphics/Photo_Imaging/Lessons
	7.3 Identify the basic elements of Graphic Design (line, shape, pattern, space, size, form, and color).		

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<p>7.0 – ENGAGE IN PRE-PRODUCTION / PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN</p>	<p>7.4 Identify basic typography categories (serif, sans serif, script, display), their basic structure, and how and when to use them.</p>		<ul style="list-style-type: none"> • Robin Williams Design Workshop - Pgs. 6, 11, 90-97 • The Elements of Design - Ch. 2 <i>Typography in Design</i> • The Non-Designer’s Design Book - Ch. 9-11, 14 <i>Designing with Type</i> • AZ CTE Curriculum Consortium Wiki: Graphic Design: Unit 1 - <i>Intro to Illustrator/Lesson 3-Intro to Typography</i> http://cte.pimajted.org/Graphics/Graphic_Design/Lessons
	<p>7.5 Describe additive and subtractive colors, hue, tint, value, and shade.</p>		<ul style="list-style-type: none"> • Elements of Design - Ch. 4 <i>Color and Design</i> • Robin Williams Design Workshop - Pgs. 8, 71-73 • The Non-Designer’s Design Book - Ch. 7 - <i>Using Color</i>

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7.0 – ENGAGE IN PRE-PRODUCTION / PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN	7.6 Describe the importance of color selection in connection with target audience, including the color wheel, color schemes, and the psychology of color.		<ul style="list-style-type: none"> • Elements of Design - Ch. 4 <i>Color and Design</i> • Robin Williams Design Workshop - Pgs. 8, 71-73 • The Non-Designer’s Design Book - Ch. 7 - <i>Using Color</i> • Interactive Color Scheme Chooser http://colorschemedesigner.com/ • AZ CTE Curriculum Consortium Wiki: <i>Photo Imaging: Unit 13 - Color Theory and Psychology</i> Y2 Unit 9 - <i>Color Theory</i> Y2 Unit 10 - <i>Psychology of Color</i> http://cte.pimajted.org/Graphics/Photo_Imaging/Lessons
	7.7 Differentiate between the color gamuts (RGB, CMYK, Spot Color, gray scale and hex color, and explain how they relate to the web and printing industries).		<ul style="list-style-type: none"> • Elements of Design - Ch. 4 <i>Color and Design</i> Ch. 3 pgs. 84-87 <i>Imagery Terminology for Production</i>

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7.0 – ENGAGE IN PRE-PRODUCTION / PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN	7.8 Demonstrate an understanding of the differences between vector and raster images.		<ul style="list-style-type: none"> • Adobe Illustrator CS5 Classroom in a Book. Ch. 15 Pg. 428 <i>Vector versus Bitmap Graphics</i>
8.0 – IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN GRAPHIC/WEB DESIGN	8.1 Define the kinds of industry standard software and what they should be used for: photo manipulation, drawing, and page layout		<ul style="list-style-type: none"> • Adobe Creative Suite InDesign, Illustrator, and Photoshop
	8.2 Use the creative process, including developing multiple design ideas to determine the best solution for a product.	<p><i>Production and Distribution of Writing 9-10.WHST.7</i> Conduct short as well as more sustained research projects to answer a question or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.</p>	<ul style="list-style-type: none"> • Project Example: Research, write, edit, and layout a book page about a famous type designer. Control heads, subheads, captions, body composition, pull quotes and call outs using Adobe InDesign. Proofread for errors in spelling, grammar, caps, spacing and formatting.

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8.0 – IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN GRAPHIC/WEB DESIGN	8.3 Apply knowledge of design principles, elements, typography, and color relationships to projects.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: Graphic Design: Unit 1 - <i>Intro to Illustrator</i> http://cte.pimaajted.org/Graphics/Graphic_Design/Lessons • Adobe Illustrator CS5 Classroom in a Book Ch. 7 Working with Type Ch. 6 Color and Painting Ch. 10 Blending Color and Shapes
	8.4 Produce single and multi-color projects.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: Graphic Design: Unit 1 - <i>Intro to Illustrator</i> http://cte.pimaajted.org/Graphics/Graphic_Design/Lessons
	8.5 Create vector illustrations using layers, shape, line, and typography.	G-CO 2 Represent transformations in the plane using transparencies and software. G-CO 5 Given a geometric figure and a rotation, reflections, or translation draw the transformed figure using software G-GMD Apply geometric methods to solve design problems (e.g. designing an object or structure to satisfy physical constraints or minimize cost; working with typographic grid systems based on ratios.	

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9.0 – PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN GRAPHIC/WEB DESIGN	9.1 Use the creative process, including editing/revising a product to meet a client's needs.		<ul style="list-style-type: none"> • Project Example: Research, write, edit, and layout a book page about a famous type designer. Control heads, subheads, captions, body composition, pull quotes and call outs using Adobe InDesign. Proofread for errors in spelling, grammar, caps, spacing and formatting. <u>CRITIQUE>REDO>CRITIQUE>REDO</u>
	9.3 Evaluate a product for target audience and end use.		<ul style="list-style-type: none"> • Design Brief Assessment http://sirvcd.files.wordpress.com/2011/02/design-brief-sample.pdf Copy & paste URL to obtain pdf file.
10.0 – DELIVER/ DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN GRAPHIC/WEB DESIGN	10.2 Understand various file formats and list the advantages/disadvantages of each.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Photo Imaging:</i> Unit 16 - File Types and Sizes Unit 6 - Basic Computer Operations http://cte.pimajted.org/Graphics/Photo_Imaging/Lessons • Photography - pg.124 <i>Photographs are Files</i>

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11.0 – MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN GRAPHIC/WEB DESIGN	11.1 Critique a project throughout every phase of production for accuracy, end-usage, and audience		<ul style="list-style-type: none"> • Critique based on Design Brief http://sirvcd.files.wordpress.com/2011/02/design-brief-sample.pdf Copy & paste URL to obtain pdf file.
12.0 – PRESENT PRODUCT(S) TO SELECTED AUDIENCE(S) USING MEDIA IN GRAPHIC/WEB DESIGN	12.4 Utilize presentation skills to present a solution to a project, demonstrating an understanding of the relationship between content, color, typography, images, and layout.		<ul style="list-style-type: none"> • Make the presentation using Adobe Acrobat • Use CIB lesson 11: <i>Creating Multimedia Presentations.pdf</i>

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1.0 – ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY	1.11 Identify industry safety standards.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Graphic Arts: Unit 3 - Safety</i> http://cte.pimajted.org/Graphics/Graphic_Arts/Lessons • Graphic Design Studio Safety http://www.slideshare.net/krafty_reports/graphic-design-ohs Copy & paste URL if necessary
2.0 – INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT	2.1 Identify current legal issues in media professions. 2.2 Explain plagiarism and its effects in business.	<p>Research to Build and Present Knowledge 9-10.WHST.8 Gather relevant information from authoritative print and digital sources using advanced searches effectively; assess the strengths and limitations of each source in terms of the specific tasks, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citations.</p> <p>Research to Build and Present Knowledge 9-10.WHST.9 Draw evidence from informational texts to support analysis, reflection and research</p>	<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Employability Skills: Unit H - Legal and Ethical Issues</i> http://cte.pimajted.org/Employability_Skills/H_Legal_and_Ethical_Issues • Photography - Ch. 9 pg.167 <i>Ethics: How Far Can You Go?</i> • Adobe CS6 Video, Lesson 7: <i>Copyright Guidelines</i>

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2.0 – INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT	2.3 Define the establishment of a copyright.	<p>Research to Build and Present Knowledge 9-10.WHST.8 Gather relevant information from authoritative print and digital sources using advanced searches effectively; assess the strengths and limitations of each source in terms of the specific tasks, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citations.</p> <p>Research to Build and Present Knowledge 9-10.WHST.9 Draw evidence from informational texts to support analysis, reflection and research</p>	<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: Employability Skills: Unit H - Legal and Ethical Issues http://cte.pimajted.org/Employability_Skills/H._L_egal_and_Ethical_Issues • Photography - Ch. 9 pg.167 <i>Ethics: How Far Can You Go?</i> • Adobe CS6 Video, Lesson 7: <i>Copyright Guidelines</i>
	2.4 Discuss rights and implications of copyright law.		
3.0 – DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	3.1 Use industry terminology appropriately in the work environment.	<p>Craft and Structure 9-10.RST.4 Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to 9-10 texts and topics.</p>	<ul style="list-style-type: none"> • Media technology Glossary http://www.nielsenmedia.com/glossary/ Copy & paste URL if necessary

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3.0 – DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	3.2 Use effective communication techniques to obtain accurate information from sources, audiences, and clients.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Employability Skills:</i> Unit D - <i>Communication Skills</i> http://cte.pimajted.org/Employability_Skills/D._Communication_Skills • Design Brief http://sirvcd.files.wordpress.com/2011/02/design-brief-sample.pdf Copy & paste URL to obtain pdf file. • Listening Skills http://www.mindtools.com/CommSkill/ActiveListening.htm Copy & paste URL if necessary.
	3.4 Practice active listening skills appropriate to the medium/media.		
4.0 – DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	4.5 Identify the purpose, content, and audience for communications.	<i>Production and Distribution of Writing 9-10.WHST.4</i> Produce clear and coherent writing in which the development, organization and style are appropriate to task, purpose, and audience.	<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Employability Skills:</i> Unit D - <i>Communication Skills</i> http://cte.pimajted.org/Employability_Skills/D._Communication_Skills
	4.7 Format communications for the purpose, audience, and medium/media.		

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4.0 – DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	4.8 Use editing skills when reviewing communications.	<i>Production and Distribution of Writing</i> 9-10.WHST.5 Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.	<ul style="list-style-type: none"> • Project Example: Write a Design Brief for a multimedia project supported with an annotated storyboard.
	4.9 Use proofing skills and check the spelling when reviewing communications.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Graphic Arts:</i> Unit 1 Lesson 4 -<i>Proofing</i> http://cte.pimajted.org/Graphics/Graphic_Arts/Lessons
5.0 – UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA	5.2 Apply essential commands and knowledge of computer operating systems.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Photo Imaging:</i> Unit 6 - <i>Computer Skills</i> http://cte.pimajted.org/Graphics/Photo_Imaging/Lessons • Organizing Files & Folders http://www.asianefficiency.com/organization/organizing-files-folders-documents/ Copy & paste URL if necessary • Adobe Photoshop CS5 Classroom in a Book • Adobe Bridge pgs. 15-16, 162, 349 • Photography – Ch. 7 – <i>Setting Up a Digital Darkroom</i> Ch. 10 – <i>Organizing and Storing Your Work</i>

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5.0 – UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA	5.3 Apply computer file management techniques.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Photo Imaging: Unit 6 - Computer Skills</i> http://cte.pimajted.org/Graphics/Photo_Imaging/Lessons • Organizing Files & Folders http://www.asianefficiency.com/organization/organizing-files-folders-documents/ Copy & paste URL if necessary • Adobe Photoshop CS5 Classroom in a Book • Adobe Bridge pgs. 15-16, 162, 349 • Photography – Ch. 7 – <i>Setting Up a Digital Darkroom</i> Ch. 10 – <i>Organizing and Storing Your Work</i> • Computer Lab Maintenance http://www.hud.gov/offices/hsg/mfh/nmw/maintenanceschedule.pdf Copy & paste URL to obtain pdf file in necessary.
	5.4 Use the Internet for file transfer.		
	5.5 Select the format for digital delivery.		
	5.6 Use and care for equipment and related accessories.		

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6.0 – APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION	6.1 Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards).		<ul style="list-style-type: none"> • Photography - Ch. 7 – <i>Setting Up a Digital Darkroom</i> • Image Input and Resolution http://www.digitalretouch.org/download/ch_01/Resolution2.pdf Copy & paste URL to obtain pdf file in necessary.
	6.2 Select appropriate resolutions for data capture.		<ul style="list-style-type: none"> • Camera Formats for Video http://dpbestflow.org/Video_Camera_Formats Copy & paste URL to obtain file in necessary.
	6.3 Capture and transfer still image, audio, and moving image content.		
	6.4 Archive and manage data for media applications.		<ul style="list-style-type: none"> • Adobe Photoshop CS5 Classroom in a Book. Adobe Bridge pgs.15-16, 162, 349 • Photography Ch. 7 – <i>Setting Up a Digital Darkroom</i> Ch. 10 – <i>Organizing and Storing Your Work</i>

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<p>7.0 – ENGAGE IN PRE-PRODUCTION / PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN</p>	<p>7.7 Differentiate between the color gamuts (RGB, CMYK, Spot Color, grayscale and hex color, and explain how they relate to the web and printing industries).</p>		<ul style="list-style-type: none"> • Elements of Design Ch.4 <i>Color and Design</i> • Adobe Photoshop CS5 Classroom in a Book • Color Management for Beginners http://www.sant-media.co.uk/2010/06/color-management-for-beginners-profiles-explained/ Copy & paste URL to obtain file in necessary. • Ch. 13 <i>Preparing Files for the Web</i> • Ch. 14 <i>Producing and Printing Consistent Color</i>
	<p>7.14 Understand file size and ppi formats (i.e., BMP, TIFF, JPEG, RAW) and the selection of the appropriate camera format for a given situation and end usage requirements.</p>		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: Photo Imaging: Unit 16 - File Types and Sizes http://cte.pimajted.org/Graphics/Photo_Imaging/Lessons • Adobe Photoshop CS5 Classroom in a Book. Ch. 2 pg. 49 <i>Resolution and Image Size</i> Ch. 2 pgs. 50-52, 127-138 <i>Camera Raw</i> • Photography Ch. 7 – Setting up a digital darkroom

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7.0 – ENGAGE IN PRE-PRODUCTION / PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN	7.15 Plan and prepare an outdoor and an indoor photo shoot according to a client's needs, including setting up the necessary equipment.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Photo Imaging: Unit 18 - Studio Lighting, Props and Posing:</i> Lesson 4-10 <i>Indoor Portraits</i> Lesson 11-12 <i>Outdoor Portraits</i> http://cte.pimajted.org/Graphics/Photo_Imaging/Lessons • Photography Ch. 11 – Lighting
8.0 – IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN GRAPHIC/WEB DESIGN	8.2 Use the creative process, including developing multiple design ideas to determine the best solution for a product.	Research to Build and Present Knowledge 9-10.WHST.7 Conduct short as well as more sustained research projects to answer a question or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation	<ul style="list-style-type: none"> • Project Example: Each student must complete an entire web site to include the following pages—home, about me, resume, college research, career research, portfolio, contact info, and links of their choice. It Must be created using <i>Adobe Dreamweaver</i>.
	8.3 Apply knowledge of design principles, elements, typography, and color relationships to projects.		

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8.0 – IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN GRAPHIC/WEB DESIGN	8.4 Produce single and multi-color projects.		<ul style="list-style-type: none"> • Examples: Twenty-eight page, 12-month color calendar; business set to include a business card, stationery, and note paper; a package prototype
	8.6 Enhance and edit raster images using layers, transparencies, masking, selection tools, editing tools, color correction, filters, and special effects of industry standard photo manipulation software.		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Graphic Design: Unit 2 - Intro to Photoshop:</i> http://cte.pimajted.org/Graphics/Graphic_Design/Lessons • Adobe Photoshop CS6 Lessons: 02: Basic Photo Corrections. 04: Layer Basics. 05: Correcting & Enhancing Digital Photos. 06: Masks & Channels. 13: Preparing Files for the Web.

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9.0 – PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN GRAPHIC/WEB DESIGN	9.1 Use the creative process, including editing/revising a product to meet a client's needs.		
	9.2 Compare color reproduction on the monitor and a printed substrate		<ul style="list-style-type: none"> • Monitor to Print Matching: http://www.colorwiki.com/wiki/Monitor_to_Print_Matching Copy & paste URL to obtain file in necessary.
	9.3 Evaluate a product for target audience and end use		<ul style="list-style-type: none"> • Assess by reviewing the Design Brief http://sirvcd.files.wordpress.com/2011/02/design-brief-sample.pdf Copy & paste URL to obtain PDF file in necessary.
10.0 – DELIVER/ DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN GRAPHIC/WEB DESIGN	10.2 Understand various file formats and list the advantages/disadvantages of each		<ul style="list-style-type: none"> • Photography Ch. 7 – Setting up a digital darkroom • AZ CTE Curriculum Consortium Wiki: <i>Photo Imaging: Unit 16 - File Types and Sizes</i> http://cte.pimajted.org/Graphics/Photo_Imaging/Lessons

**CTE
GRAPHICS / WEB DESIGN I**

**Curriculum Map / Teacher Pages
Semester 2**

<u>Standard</u>	<u>Measurement Criteria</u>	<u>AZ Common Core Standards Integration (Literacy / Math)</u>	<u>Explanations, Examples, and Suggested Resources</u>
11.0 – MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN GRAPHIC/WEB DESIGN	11.1 Critique a project throughout every phase of production for accuracy, end-usage, and audience		
12.0 – PRESENT PRODUCT(S) TO SELECTED AUDIENCE(S) USING MEDIA IN GRAPHIC/ WEB DESIGN	12.1 Discuss the importance of "dress for success".		<ul style="list-style-type: none"> • AZ CTE Curriculum Consortium Wiki: <i>Employability Skills: Unit B - Job Search Skills, Marketing Yourself</i> http://cte.pimaajted.org/Employability_Skills/B._Job_Search_Skills/Exhibit_Professional_Ways
	12.2 Demonstrate proper etiquette for introductions.		
	12.4 Utilize presentation skills to present a solution to a project, demonstrating an understanding of the relationship between content, color, typography, images, and layout.		

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