Ganado Unified School District #20
Graphic Design Level 1, Level 2, Level 3, Comm. Media. Tech. Intro., & NTU Dual-Enrollment (Photography and Motion Graphics)

PACING Guide SY 2022-2023

Time Line & Resources (Identify textbook, page number or website link & etc.)	AZ College and Career Readiness Standard	Essential Question (HESS Matrix)	Learning Goal	Vocabulary (Content/Academic)
First Quarter				
Materials: Communicating through Graphic Design, Adobe Creative Cloud Application, Adobe Classroom in a Book 2020 Release (Photoshop, Illustrator, InDesign, After Effects, and Premier Pro), Microsoft Office Suite 2016 (Word, PowerPoint, and Excel), Google Suite (Docs, Slides, and Sheets) Graphic Communications: Digital Design and Print Essentials, 100 Ideas that Changed Graphic Design, Digital Photography	Technical Standards: Standard 6.0 - apply graphic design concepts to produce visual solutions Standard 7.0 - apply graphic design workflow to increase success and productivity Standard 8.0 - create problem-solving graphic design works using industry standard software Academic Integration: CCSS.ELA-LITERACY.RST.9-10.1 CCSS.ELA-LITERACY.RST.9-10.2 CCSS.ELA-LITERACY.RST.11-12.1 CCSS.ELA-LITERACY.RST.11-12.2 CCSS.ELA-LITERACY.CCRA.W.1 CCSS.ELA-LITERACY.CCRA.W.2 CCSS.ELA-LITERACY.CCRA.R.1 CCSS.ELA-LITERACY.CCRA.R.2 CCSS.ELA-LITERACY.CCRA.R.3 CCSS.ELA-LITERACY.CCRA.SL.1	-Why is it important to produce single and multi-color projects? -Why is it important to create Vector illustrations using layers, shape, line, and typography? -How do you 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? -What is Graphic Design - What is Cyberbullying? -Why is it important to compare color reproduction on the monitor and a printed substrate?	-Getting to know -Career Technical Education -Self-Reflection -Rules and Procedures -Produce single and multi-color projects -Create Vector illustrations. 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 -Cyberbullying -Compare color reproduction on the monitor and a printed substrate -Evaluate a product for target audience and end use	*-CTE* *-Computer Components* *-Self-reflection* **-layers** **-shape** **-line** **-typography** **-masking** **-selection tool** **-editing tool** **Color correction** **Filters** **Special effects** **Photo manipulation** **Cyberbullying** **Color reproduction** **Monitor** **Substrate** **Evaluate** **Target audience**

Complete Course Learn Everything You Need to Know in 20 Weeks Online: icevonline.com Lynda.com Study.com Freerice.com Gcflearnfree.org Khanacademy.org	CCSS.ELA-LITERACY.CCRA.SL.2 CCSS.ELA-LITERACY.CCRA.L.1 Reading Standards: 9-10.1 Cite specific textual evidence to support analysis of primary and secondary sources, attending to such features as the date and origin of the information. 9-10.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary of how key events or ideas develop over the course of the text. 9-10.3 Analyze in detail a series of events described in a text; determine whether earlier events caused later ones or simply preceded them. 11-12.1 Cite specific textual evidence to support analysis of primary and secondary sources, connecting insights gained from specific details to an understanding of the text as a whole. 11-12.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary that makes clear the relationships among the key details and ideas. 11-12.3 Evaluate various explanations for actions or events and determine which explanation best accords with textual evidence, acknowledging where the text leaves matter uncertain. Writing Standards: 9-12.1 Write arguments focused on discipline-specific content. 9-12.2 Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes. 9-12.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. 9-12.7 Conduct short as well as more sustained research projects to answer a question or solve a problem; narrow or	-Why is it important to evaluate a product for target audience and end use? Why is it important to use the creative process, including publishing a product? -How to plan and participate in an out of class? -What is a Business Card? -Why is it important to demonstrate type specifics, alignment, and appropriate use of margins, columns, grids, bleeds, and styles? -Why is it important to define Preflighting and its purpose? Why is it important to package a file for printing? -What is a Logo? -Why is it important to understand various file formats and list the advantages/disadvantages of each? -Why is it important to critique a project throughout every phase of production for accuracy, end-usage, and audience? -Why is it important to review a projects workflow after completion and determine areas of improvement?	-Use the creative process -including publishing a product -Note-taking -Types of calls -Demonstrate type specifics -Alignment, and appropriate use of margins, columns, grids, bleeds, and styles -Define Preflighting and its purpose -Package a file for printing -Business Cards -Understand various file formats and list the advantages/disadvantages of each -Critique a project throughout every phase of production for accuracy, end-usage, and audience -Review a projects workflow after completion and determine areas of improvement	**Creative process** **Publishing** **Graphic Design** **Color reproduction** **Monitor** **Publishing** **Compare** **Preflighting** **Margin** **Columns** **Grid** **Bleed** **Style** **Business card** **Printing** **Alignment** **Packaging** **Critique** **Project** **Logo** **Formats** **File** **Advantage** **Disadvantage** **Project** **Accuracy** **End-usage** **Workflow** **Journalist** **Propaganda** **Gatekeeper** **Social media** **Fair** **Impartial** **Unbiased** **Advocate Freedom of the Press** **Photography** **Photography Equipment** **Microsoft Word** **Google Docs**

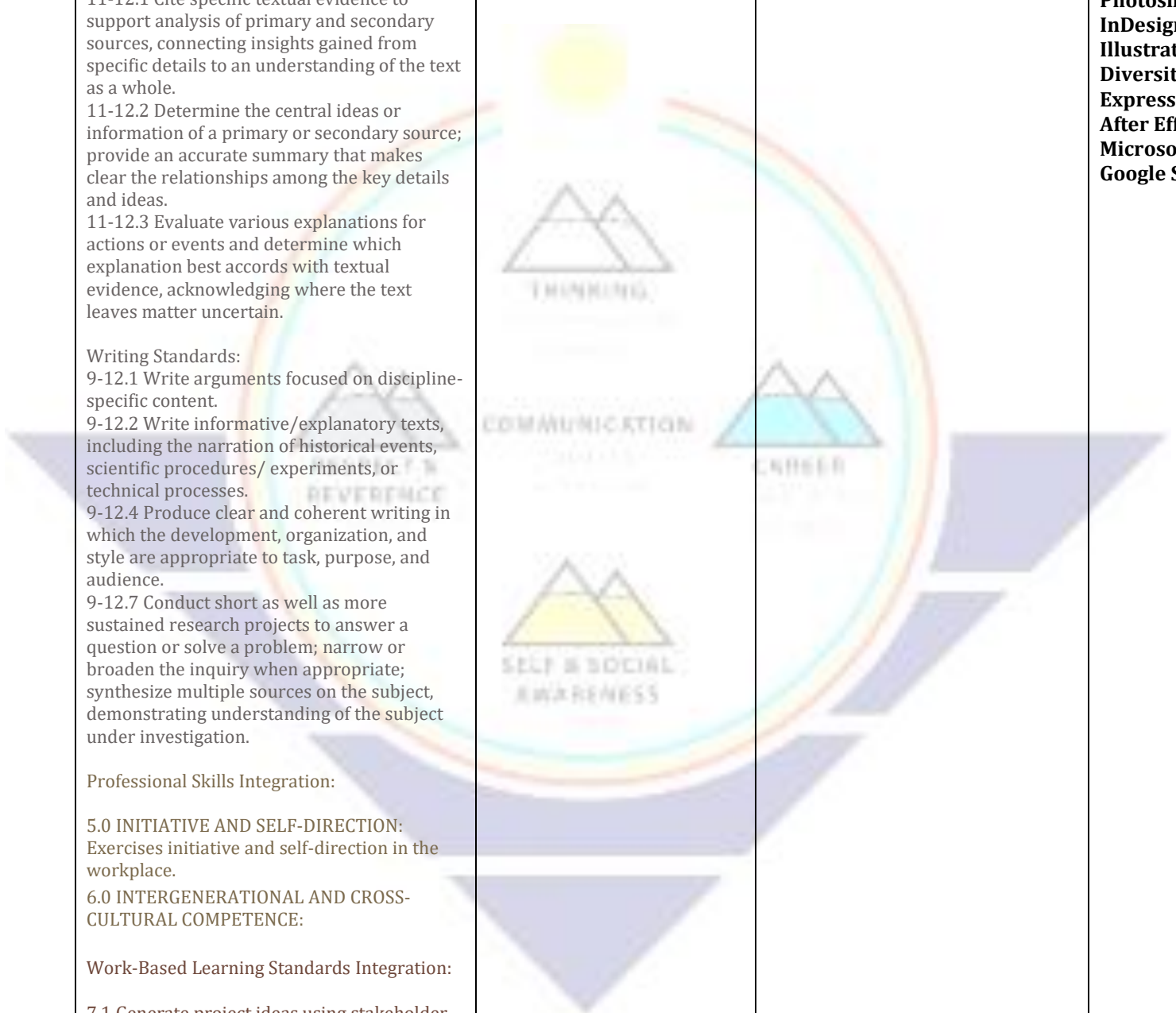<table>
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broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

Professional Skills Integration:

1.0 COMPLEX COMMUNICATION: Employs complex communication skills in a manner that adds to organizational productivity.

2.0 COLLABORATION: Collaborates, in person and virtually, to complete tasks aimed at organizational goals.

Work-Based Learning Standards Integration:

7.1 Generate project ideas using stakeholder communication, research, brainstorming, thumbnails, roughs, mock-ups, and wireframes
7.6 Describe project evaluation and review techniques (e.g., compare final product to original needs and specifications; give and receive feedback on a project)
7.2 Identify demographic components for a target audience (e.g., gender, age, income, education, socioeconomic, ethnicity, and location)

CTSO Integration:

Leadership Retreat
Local Business Tour

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Second Quarter

Materials: Communicating through Graphic Design, Adobe Creative Cloud Application, Adobe Classroom in a Book 2020 Release (Photoshop, Illustrator,	Technical Standards: Standard 5.0 - manage computer hardware and software Standard 9.0 - demonstrate application of media output Academic Integration:	-What is Clothing Street Art? -Why is it important to determine costing projections for various media objectives and/or functions? -Why is it important to discuss the importance of "dress for success"?	-Determine costing projections for various media objectives and/or functions -Discuss the importance of "dress for success" -Utilize presentation skills to present a solution to a project	**Vocabulary** **Cost** **Functions** **Media** **Success** **Dress Code** **Presentation** **Project**

InDesign, After Effects, and Premier Pro), Microsoft Office Suite 2016 (Word, PowerPoint, and Excel), Google Suite (Docs, Slides, and Sheets) Graphic Communications: Digital Design and Print Essentials, 100 Ideas that Changed Graphic Design, Digital Photography Complete Course Learn Everything You Need to Know in 20 Weeks Online: icevonline.com Lynda.com Study.com Freerice.com Gcflearnfree.org Khanacademy.org	CCSS.ELA-LITERACY.RST.9-10.3 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.9-10.5 CCSS.ELA-LITERACY.RST.11-12.3 CCSS.ELA-LITERACY.RST.11-12.4 CCSS.ELA-LITERACY.RST.11-12.5 CCSS.ELA-LITERACY.CCRA.W.3 CCSS.ELA-LITERACY.CCRA.W.4 CCSS.ELA-LITERACY.CCRA.W.5 CCSS.ELA-LITERACY.CCRA.R.4 CCSS.ELA-LITERACY.CCRA.R.5 CCSS.ELA-LITERACY.CCRA.R.6 CCSS.ELA-LITERACY.CCRA.SL.3 CCSS.ELA-LITERACY.CCRA.SL.4 CCSS.ELA-LITERACY.CCRA.L.2 CCSS.ELA-LITERACY.CCRA.L.3 Reading Standards: 9-10.1 Cite specific textual evidence to support analysis of primary and secondary sources, attending to such features as the date and origin of the information. 9-10.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary of how key events or ideas develop over the course of the text. 9-10.3 Analyze in detail a series of events described in a text; determine whether earlier events caused later ones or simply preceded them. 11-12.1 Cite specific textual evidence to support analysis of primary and secondary sources, connecting insights gained from specific details to an understanding of the text as a whole. 11-12.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary that makes clear the relationships among the key details and ideas. 11-12.3 Evaluate various explanations for actions or events and determine which explanation best accords with textual evidence, acknowledging where the text leaves matter uncertain.	-Why is it important to utilize presentation skills to present a solution to a project, demonstrating an understanding of the relationship between content, color, typography, images, and layout? -What is the Annual Report on Biology for? -Why is it important to describe how ethics, hype, and content influence media products? -Why is it important to use Professional etiquette for web-, email-, and social-media-based communications? -What are signs used for? -Why is it important to identify factors that contribute to the success of media businesses and freelance/contract providers? -Why is it important to explore paper options for a job, including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch? -How is creating a Bully Poster project going to help other students? -Why is it important to identify the target audience for a project? -Why is it important to work in a team to produce a larger project?	-demonstrating an understanding of the relationship between content, color, typography, images, and layout -Clothing Street Art -Annual Report on Biology Poster -Describe how ethics, hype, and content influence media products -Use Professional etiquette for web-, email-, and social-media-based communications -Signs -Identify factors that contribute to the success of media businesses and freelance/contract providers -Explore paper options for a job, including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch -Bully Project -Identify the target audience for a project -Work in a team to produce a larger project -Christmas Expression	**Clothing Street Art** **Skills** **Typography** **Color** **Content** **Images** **Layout** **Annual Report** **Biology** **Poster** **Ethics** **Hype** **Content** **Influence** **Media** **Professional** **Etiquette** **Web** **Email** **Social** **Media Based** **Communication** **Signs** **Factors** **Success** **Media Business** **Freelance** **Contract** **Job** **Analyze** **Size** **Environmental** **Paper Swatch** **Photoshop** **Illustrator** **Larger Project** **Audience** **Team** **Bully** **Poster** **Identify** **Camera Raw**

Writing Standards:

9-12.1 Write arguments focused on discipline-specific content.

9-12.2 Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes.

9-12.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

9-12.7 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.

Professional Skills Integration:

3.0 THINKING AND INNOVATION: Integrates expertise in technical knowledge and skills with thinking and reasoning strategies to create, innovate, and devise solutions.

4.0 PROFESSIONALISM: Conducts oneself in a professional manner appropriate to organizational expectations.

Work-Based Learning Standards Integration:

7.1 Generate project ideas using stakeholder communication, research, brainstorming, thumbnails, roughs, mock-ups, and wireframes

7.6 Describe project evaluation and review techniques (e.g., compare final product to original needs and specifications; give and receive feedback on a project)

7.4 Consider user experience (UX) when designing for the target audience (e.g., motivation, functionality, and accessibility)

CTSO Integration:

Local Business Tour

File Formats
Microsoft Word
Google Docs

	Skills Pop Fundraiser			

		Third Quarter		
Materials: Communicating through Graphic Design, Adobe Creative Cloud Application, Adobe Classroom in a Book 2020 Release (Photoshop, Illustrator, InDesign, After Effects, and Premier Pro), Microsoft Office Suite 2016 (Word, PowerPoint, and Excel), Google Suite (Docs, Slides, and Sheets) Graphic Communications: Digital Design and Print Essentials, 100 Ideas that Changed Graphic Design Online: icevonline.com Lynda.com Study.com Freerice.com Gcflearnfree.org Khanacademy.org	Technical Standards: Standard 3.0 - analyze factors that contribute to personal success in the communication media technologies Standard 4.0 - analyze the graphic design profession Academic Integration: CCSS.ELA-LITERACY.RST.9-10.6 CCSS.ELA-LITERACY.RST.9-10.7 CCSS.ELA-LITERACY.RST.9-10.8 CCSS.ELA-LITERACY.RST.11-12.6 CCSS.ELA-LITERACY.RST.11-12.7 CCSS.ELA-LITERACY.RST.11-12.8 CCSS.ELA-LITERACY.CCRA.W.6 CCSS.ELA-LITERACY.CCRA.W.7 CCSS.ELA-LITERACY.CCRA.W.8 CCSS.ELA-LITERACY.CCRA.R.7 CCSS.ELA-LITERACY.CCRA.R.8 CCSS.ELA-LITERACY.CCRA.SL.5 CCSS.ELA-LITERACY.CCRA.L.4 CCSS.ELA-LITERACY.CCRA.L.5 Reading Standards: 9-10.1 Cite specific textual evidence to support analysis of primary and secondary sources, attending to such features as the date and origin of the information. 9-10.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary of how key events or ideas develop over the course of the text. 9-10.3 Analyze in detail a series of events described in a text; determine whether earlier events caused later ones or simply preceded them.	-Why is it important to work in a team to edit/revise a larger project? -How is creating and editing basic Shapes going to help a person in Graphic Design? -What is Photo Correction used for? -Why is it important to describe how production processes and cycles affect media businesses? -Why is it important to identify and discuss different kinds of portfolios, and the organization of elements included? -How is correcting and Enhancing Photos going to help a person in Graphic Design? -What is a Mask and Channel used for? -Why is it important to create a single and multi-page products using industry standard layout software and/or online, according to specifications? -Why is it important to learn how to create a Magazine Cover Design? -What is an Expression? -Why is it important to describe how diversity (cultural, ethnic, and multi-generational) and ethics affect the selection of projects and programs? -Why is it important to demonstrate proper etiquette for introductions?	-Review on what was taught -Why is a Quiz/Test important? -Work in a team to edit/revise a larger project -Creating and Editing Shapes -Basic Photo Corrections -Describe how production processes and cycles affect media businesses -Identify and discuss different kinds of portfolios, and the organization of elements included -Correcting and Enhancing Photos -Magazine Cover Design -Mask and Channel -Create a single and multi-page products using industry standard layout software and/or online, according to specifications. -Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs -Demonstrate proper etiquette for introductions	**Teamwork** **Project** **Edit** **Revise** **Shapes** **Create** **Edit** **Basic Photo Corrections** **Cycle** **Processes** **Media Business** **Portfolio** **Organize** **Elements** **Enhancing** **Correcting** **Photo** **Magazine** **Cover Design** **Mask** **Channel** **Single and Multi-page** **Industry standard** **Online** **Specification** **Ethnic** **Cultural** **Multigenerational** **Selection** **Project** **Programs** **Etiquette** **Christmas** **Expression**

	11-12.1 Cite specific textual evidence to support analysis of primary and secondary sources, connecting insights gained from specific details to an understanding of the text as a whole. 11-12.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary that makes clear the relationships among the key details and ideas. 11-12.3 Evaluate various explanations for actions or events and determine which explanation best accords with textual evidence, acknowledging where the text leaves matter uncertain. Writing Standards: 9-12.1 Write arguments focused on discipline-specific content. 9-12.2 Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes. 9-12.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. 9-12.7 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. Professional Skills Integration: 5.0 INITIATIVE AND SELF-DIRECTION: Exercises initiative and self-direction in the workplace. 6.0 INTERGENERATIONAL AND CROSS-CULTURAL COMPETENCE: Work-Based Learning Standards Integration: 7.1 Generate project ideas using stakeholder communication, research, brainstorming,		**Photoshop** **InDesign** **Illustrator** **Diversity** **Expression** **After Effects** **Microsoft PowerPoint** **Google Slides**

thumbnails, roughs, mock-ups, and wireframes
7.6 Describe project evaluation and review techniques (e.g., compare final product to original needs and specifications; give and receive feedback on a project)
7.3 Develop a project workflow from initiation to completion

CTSO Integration:

Celebrate SkillsUSA Week
Virtual Run for Charity

Fourth Quarter

| Materials:
Communicating through Graphic Design, Adobe Creative Cloud Application, Adobe Classroom in a Book 2020 Release (Photoshop, Illustrator, InDesign, After Effects, and Premier Pro), Microsoft Office Suite 2016 (Word, PowerPoint, and Excel), Google Suite (Docs, Slides, and Sheets) Graphic Communications: Digital Design and Print Essentials, 100 Ideas that Changed Graphic Design

Online:
icevonline.com
Lynda.com
Study.com | Technical Standards:

Standard 1.0 - analyze the communication media technologies industry, its business practices, and its role in the economy
Standard 2.0 - analyze ethical and legal issues related to the communication media technologies industry

Academic Integration:

CCSS.ELA-LITERACY.RST.9-10.9
CCSS.ELA-LITERACY.RST.9-10.10
CCSS.ELA-LITERACY.RST.11-12.9
CCSS.ELA-LITERACY.RST.11-12.10
CCSS.ELA-LITERACY.CCRA.W.9
CCSS.ELA-LITERACY.CCRA.W.10
CCSS.ELA-LITERACY.CCRA.R.9
CCSS.ELA-LITERACY.CCRA.R.10
CCSS.ELA-LITERACY.CCRA.SL.6
CCSS.ELA-LITERACY.CCRA.L.6

Reading Standards:
9-10.1 Cite specific textual evidence to support analysis of primary and secondary | -What contributes personal strengths?
-How do you build the skills to respect the contributions of others?
-How to build collaboration skills?
-How to ensure diversity in collaboration?
-How to transform objects using Illustrator CC?
-What is the workspace in InDesign?
-How to use time productively?
-How to balance out speed and accuracy?
-How to organize work within the time-frame given?
How to prioritize task?
-What is the Pen Tool?
-What does the Pen Tool do?
-What is Illustrator CS6?
-What is the Science Fair Project?
-What is Art?
-What is Design?
-What is Career Ready? | -personal strengths
-contributions of others
-build collaboration skills
-ensure diversity
-transforming objects using CS6
-Workspace and InDesign
-Time productivity
-Organization
-Prioritize
-Use the creative process, including editing/revising a product to meet a client's needs
- Define the kinds of industry standard software and what they should be used for: photo manipulation, drawing, and page layout.
-Apply computer file management techniques
-Select the appropriate medium/media for distribution of communications
-Use editing skills when reviewing communications
-Science Poster Project
-Pen Tool
-Illustrator CS6
-Art/Design | **Strength**
Contribution
Skills
Collaboration
Diversity
Ensure
Transform
Objects
Creative Suite Software
Illustrator
Respect
InDesign
Workspace
Productivity
Balance
Accuracy
Time-Frame
Creative Process
Organization
Manipulation
Page Layout
Drawing
File Management Techniques
Pen tool
Science Poster Project
Distribution |

Freerice.com Gcflearnfree.org Khanacademy.org	sources, attending to such features as the date and origin of the information. 9-10.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary of how key events or ideas develop over the course of the text. 9-10.3 Analyze in detail a series of events described in a text; determine whether earlier events caused later ones or simply preceded them. 11-12.1 Cite specific textual evidence to support analysis of primary and secondary sources, connecting insights gained from specific details to an understanding of the text as a whole. 11-12.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary that makes clear the relationships among the key details and ideas. 11-12.3 Evaluate various explanations for actions or events and determine which explanation best accords with textual evidence, acknowledging where the text leaves matter uncertain. Writing Standards: 9-12.1 Write arguments focused on discipline-specific content. 9-12.2 Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes. 9-12.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. 9-12.7 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. Professional Skills Integration:	-What is the difference between sketching and thumbnails? -What is hierarchy? -What is History & Evolution within Graphic Design? - What is the Legal & Ethical Responsibilities within Graphic Design? -How to demonstrate anatomical figure drawing? -How to demonstrate drawing in one-point, two-point and multi-point perspective? -How to apply printing concepts? -How to determine proper printing methods for a project - How to define portfolio? -How to introduce the key components in a portfolio? -How to analyze the advantages and disadvantages of both physical and digital portfolios? -How to provide design tips for a portfolio? -How to demonstrate how to present a portfolio? -How to explain the daily activities of a promotional graphic designer? -How to explain skills and personality traits which contribute to successful promotional graphic design? – How to discuss challenges of being a promotional graphic designer? -How to discover misconceptions about advertising and promotional graphic design? -How to provide advice for students considering promotional graphic design as a career?	-Career Ready -Science Fair -Illustrator -Pen Tool -Sketch/Thumbnail/Draw, -Hierarchy	**Medium** **Media** **Communication** **Illustrator** **Art** **Design** **Career Ready** **Science Fair** **Illustrator** **Pen Tool** **Sketch** **Thumbnail** **Legal** **Ethical** **Draw** **Hierarchy** **Copywriting** **Premiere Pro** **Motion Graphics** **Microsoft Excel** **Google Sheets**

8.0 LEGAL AND ETHICAL PRACTICES: Observes laws, rules, and ethical practices in the workplace Work-Based Learning Standards Integration: 7.1 Generate project ideas using stakeholder communication, research, brainstorming, thumbnails, roughs, mock-ups, and wireframes 7.6 Describe project evaluation and review techniques (e.g., compare final product to original needs and specifications; give and receive feedback on a project) 7.5 Collaborate with others to plan and execute a graphic work CTSO Integration: Mock Interview Activity State Championship	-How to demonstrate skills to write and edit a variety of documents? -How to adapt language for purpose, situations and intent for copywriting? -How to organize oral and written information? -How to interpret and communicate information regarding copywriting?