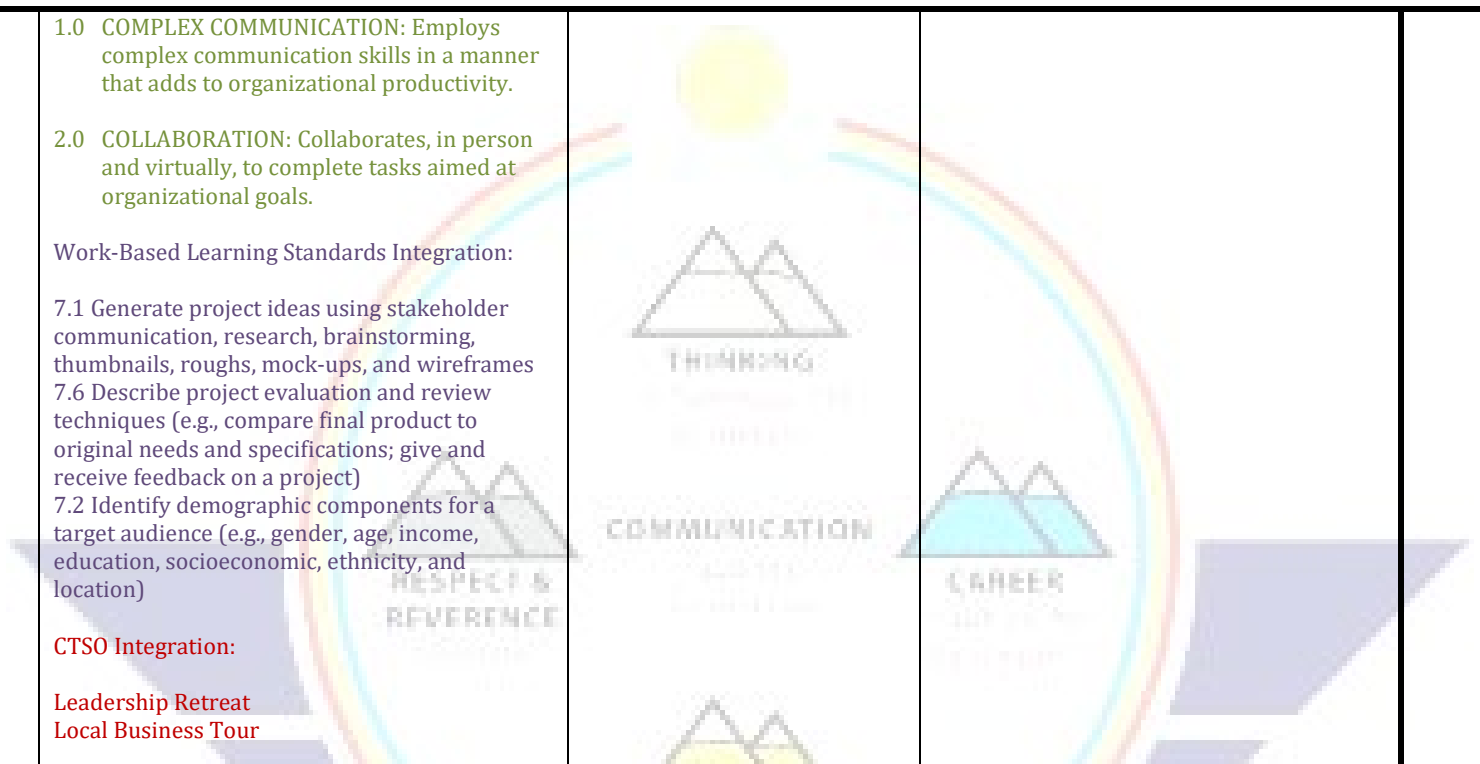# Ganado Unified School District (Graphic Design Level 1, Level 2, Level 3), Comm. Media. Tech. Intro., & NTU Dual-Enrollment (Photography and Motion Graphics)

Timeline & Resources	AZ College and Career Readiness Standard	Essential Question (HESS Matrix)	Learning Goal	Vocabulary (Content/Academic)
Quarter 1 Materials: Communicating through Graphic Design, 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	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 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,	-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? -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?	-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 -Use the creative process -including publishing a product -Note-taking -Types of calls -Demonstrate type specifics	*-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** **Creative process** **Publishing** **Graphic Design** **Color reproduction** **Monitor**

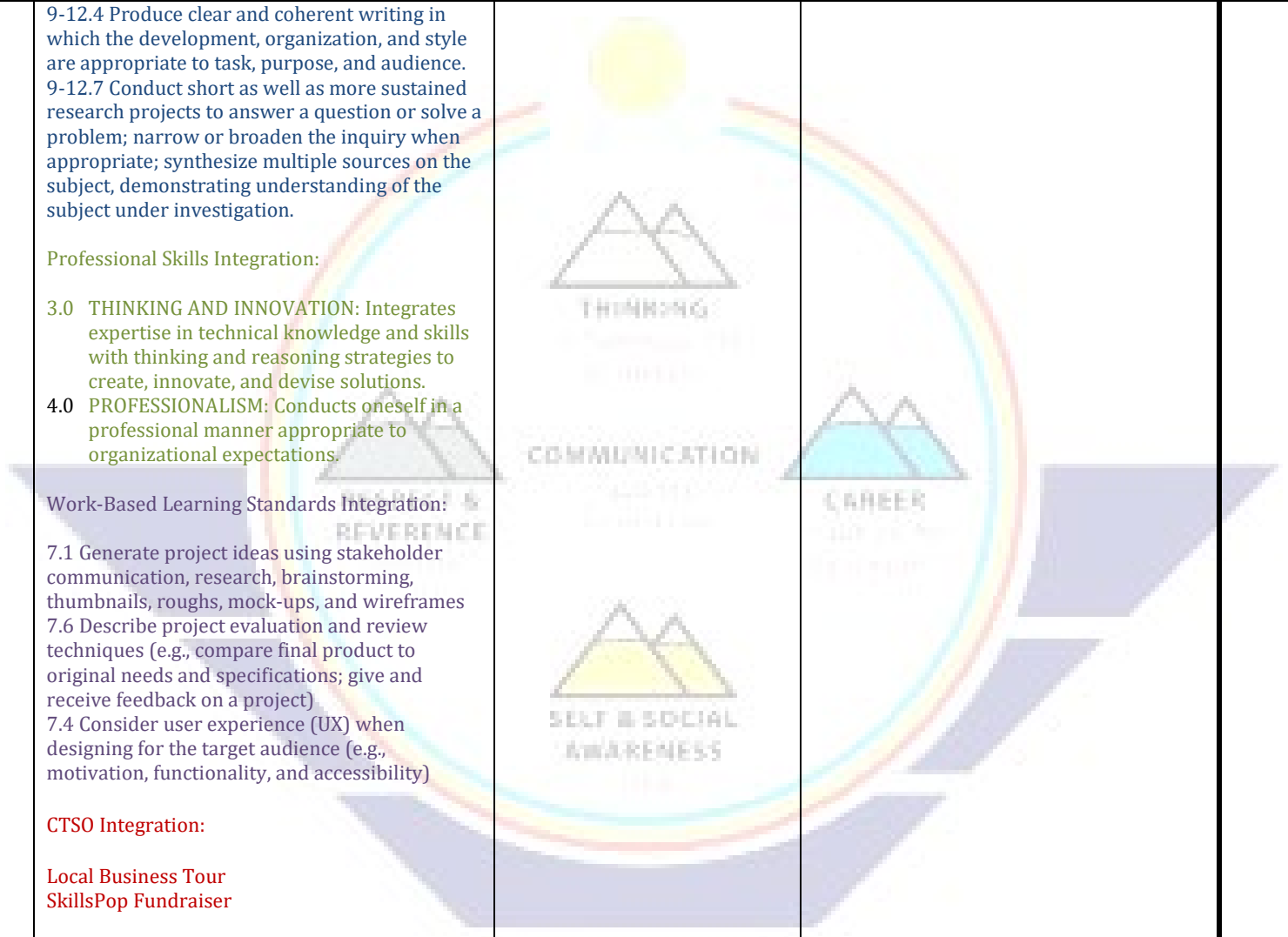|			
Changed Graphic Design Online: icevonline.com Lynda.com Study.com Freerice.com Gcflearnfree.org Khanacademy.org	attending to such features as the date and origin of the information. 9-10.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary of 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:	-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?	-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 -Logos	**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**

	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			
Quarter 2 Materials: Communicating through Graphic Design, Classroom in a Book 2020 Release (Photoshop, Illustrator, InDesign, After Effects, and Premier Pro), Microsoft Office Suite 2016 (Word, PowerPoint, and	Technical Standards: Standard 5.0 - manage computer hardware and software Standard 9.0 - demonstrate application of media output Academic Integration: 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	-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"? -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?	-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 -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	**Vocabulary** **Cost** **Functions** **Media** **Success** **Dress Code** **Presentation** **Project** **Clothing Street Art** **Skills** **Typography** **Color** **Content** **Images** **Layout** **Annual Report**

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	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. 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.	-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?	-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	**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** **File Formats** **Microsoft Word** **Google Docs**

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
SkillsPop Fundraiser

| Quarter 3 | Technical Standards: | -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? | -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 | **Teamwork**
Project
Edit
Revise
Shapes
Create |
| Materials: Communicating through Graphic Design, Classroom | Standard 3.0 - analyze factors that contribute to personal success in the communication media technologies
Standard 4.0 - analyze the graphic design profession | | | |

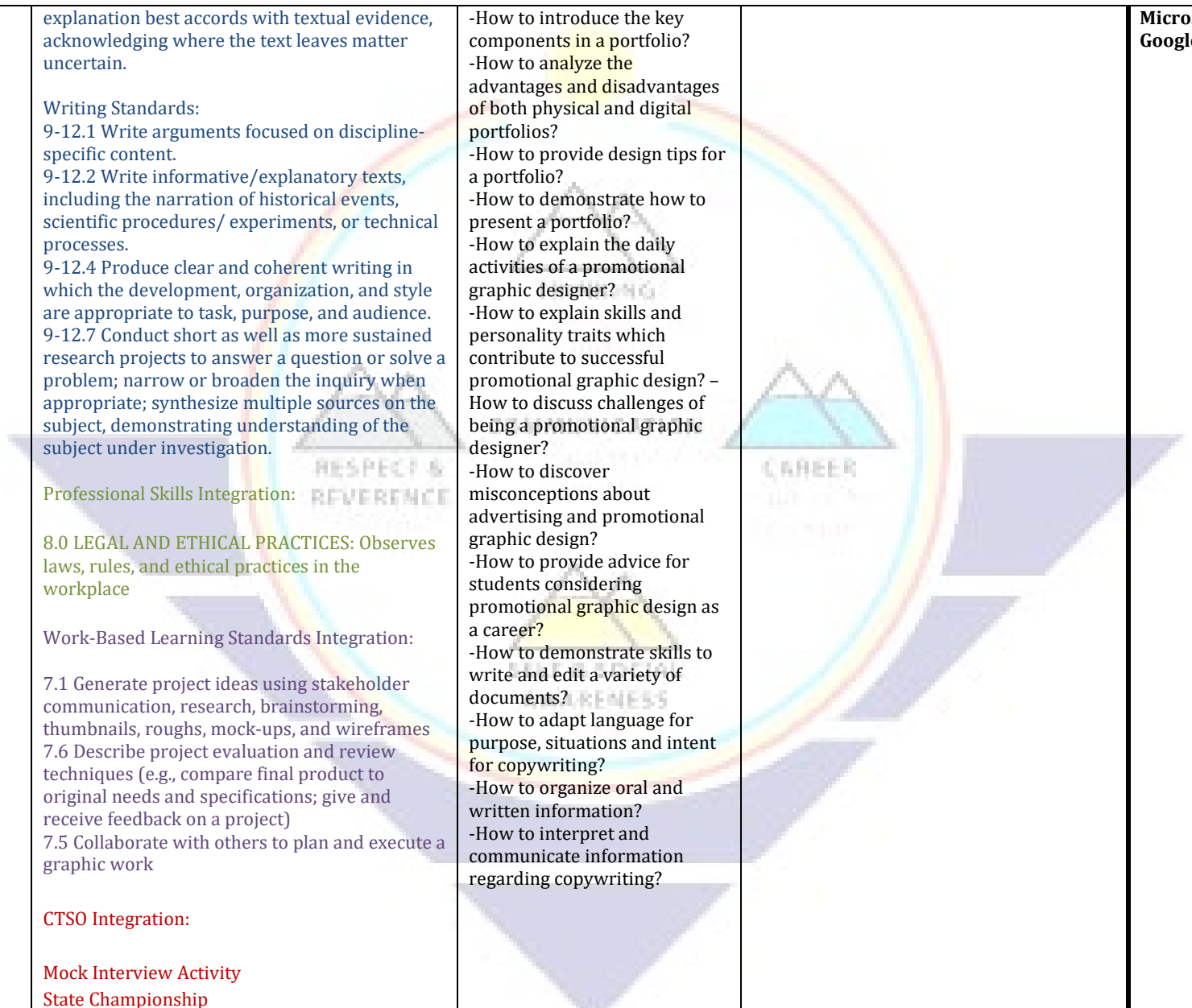|				
in a Book 2020 Release (Photoshop, Illustrator, InDesign, After Effects, and Premier Pro), Microsoft Office Suite 2016 (Word, PowerPoint, and Excel), Google Suite (Docs, Slides, and Sheets) Graphic Communications: Digital Design and Print Essentials, 100 Ideas that Changed Graphic Design Online: icevonline.com Lynda.com Study.com Freerice.com Gcflearnfree.org Khanacademy.org	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. 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.	-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?	-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	**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** **Photoshop** **InDesign** **Illustrator** **Diversity** **Expression** **After Effects** **Microsoft PowerPoint** **Google Slides**

	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, 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			
Quarter 4	Technical Standards:	-What contributes personal strengths?	-personal strengths -contributions of others	**Strength Contribution**

Materials: Communicating through Graphic Design, 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	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 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	-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? -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?	-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 -Career Ready -Science Fair -Illustrator -Pen Tool -Sketch/Thumbnail/Draw, -Hierarchy	**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** **Medium** **Media** **Communication** **Illustrator** **Art** **Design** **Career Ready** **Science Fair** **Illustrator** **Pen Tool** **Sketch** **Thumbnail** **Legal** **Ethical** **Draw** **Hierarchy** **Copywriting** **Premiere Pro** **Motion Graphics**

	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: 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 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? -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?		**Microsoft Excel** **Google Sheets**