

Essential Standards Chart

Department: Business

Course: Digital/Graphic Design

Teacher: Gahm

Essential Standard Description	Example Rigor	Prerequisite Skills	Common Assessment	When Taught?	Extension Standards
<i>What are the essential standards to be learned? Describe in student-friendly language.</i>	<i>What does proficient student work look like? Provide an example and/or description.</i>	<i>What prior knowledge, skills, and/or vocabulary is/are needed for a student to master this standard?</i>	<i>What assessment(s) will be used to measure student mastery?</i>	<i>When will this essential standard be taught? unit/topic/book</i>	<i>What will we do when students have learned the essential standard(s)?</i>
I can apply design elements (contrast, repetition, alignment, proximity) and techniques to digital designs and publications	-Student can describe the 8 principles of design -Student can describe the 4 elements of design -Student can apply design techniques to create publications and explain why the techniques were used	Basic keyboard skills	-Create a publication using multiple design principles and elements as well as explain why these techniques were chosen. (project) -Analyze digital designs based on the use of design elements/principles. (assessment)	Unit 1 and 2	-Compare company logos and how they use design elements and principles -Explore careers within the digital design and communication industry
I can effectively navigate and use multiple design software applications to produce a variety of publications	-Student can create a publication using Adobe Illustrator, Photoshop, and Indesign	Basic keyboard skills Elements and principles of design	-Create/edit an image in Photoshop using multiple editing tools (project) -Create a magazine publication using Indesign that includes text and images (project) -Create and design an editorial using Indesign	Unit 2, 3, 4	-Students will be able to choose to create a publication (Webpage, book cover, etc) using Indesign
I can create digital	Student can properly	Basic keyboard	-Edit an image in Photoshop that	Unit 2, 3	-Create a company logo

images for use in publications, websites, advertisements, digital slideshows, and videos	use editing tools in Adobe Photoshop and Illustrator	skills Elements and principles of design	can be used for a publication, advertisement, etc. (project) -Recreate a vector image using Illustrator (project) -Design and create your own vector design in Illustrator (project)		using Illustrator -Edit images in Photoshop for Eagle Network -Create content for a business's social media account using Photoshop
I can identify digital design and communication strategies currently being used in today's businesses and organizations	Student can identify ways organizations are using design strategies in their current digital communications	Elements and principles of design Skills: Adobe Suite	-Compare/contrast multiple organizations' digital designs and identify strength and areas for improvement based on design element and principles (assessment)	Unit 5	-Research and explore ways local businesses use digital communication in their business
I can develop and design publications to implement into potential businesses and organizations	Student can create publications for a potential business/organization	Elements and principles of design Skills: Adobe Suite	-Create a publication for a fictitious organization or business that clearly communicates a message to a particular audience. (project)	Unit 5	-Design an advertising digital campaign for a business