

# Ganado Unified School District

## (Graphic Design Fundamentals, Level 1, Level 2)

### PACING Guide SY 2018-2019

Timeline & Resources	AZ College and Career Readiness Standard	Essential Question (HESS Matrix)	Learning Goal	Vocabulary (Content/Academic)
<p><b>Quarter 1</b></p> <p>Textbook: Yellow textbook: Graphic Communication – the printed image; Davis: Communicating through Graphic Design</p> <p>Online: Lynda.com Study.com Freerice.com Gcflearnfree.org Khanacademy.org</p>	<p>9-10.RST.1: Cite specific textual evidence to support analysis of science and technical texts, attending to the precise details of explanations or descriptions.</p> <p>9-10.RST.2: Determine the central ideas or conclusions of a text; trace the text's explanation or depiction of a complex process, phenomenon, or concept; provide an accurate summary of the text.</p>	<ul style="list-style-type: none"> <li>-Why is it important to produce single and multi-color projects?</li> <li>-Why is it important to create Vector illustrations using layers, shape, line, and typography?</li> <li>-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?</li> <li>-What is Graphic Design</li> <li>- What is Cyberbullying?</li> <li>-Why is it important to compare color reproduction on the monitor and a printed substrate?</li> <li>-Why is it important to evaluate a product for target audience and end use?</li> <li>Why is it important to use the creative process,</li> </ul>	<ul style="list-style-type: none"> <li>-Getting to know</li> <li>-Career Technical Education</li> <li>-Self-Reflection</li> <li>-Rules and Procedures</li> <li>-Produce single and multi-color projects</li> <li>-Create Vector illustrations.</li> <li>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</li> <li>-Cyberbullying</li> <li>-Compare color reproduction on the monitor and a printed substrate</li> <li>-Evaluate a product for target audience and end use</li> <li>-Use the creative process including publishing a product</li> <li>-Note-taking</li> <li>-Types of calls</li> <li>-Demonstrate type specifics</li> <li>-Alignment, and appropriate use of margins, columns, grids, bleeds, and styles</li> <li>-Define Preflighting and its purpose</li> <li>-Package a file for printing</li> <li>-Business Cards</li> </ul>	<ul style="list-style-type: none"> <li>-CTE</li> <li>-Computer Components</li> <li>-Self-reflection</li> <li>-layers</li> <li>-shape</li> <li>-line</li> <li>-typography</li> <li>-masking</li> <li>-selection tool</li> <li>-editing tool</li> <li>Color correction</li> <li>Filters</li> <li>Special effects</li> <li>Photo manipulation</li> <li>Cyberbullying</li> <li>Color reproduction</li> <li>Monitor</li> <li>Substrate</li> <li>Evaluate</li> <li>Target audience</li> <li>Creative process</li> <li>Publishing</li> <li>Graphic Design</li> <li>Color reproduction</li> <li>Monitor</li> <li>Publishing</li> <li>Compare</li> <li>Preflighting</li> <li>Margin</li> </ul>

		<p>including publishing a product?</p> <ul style="list-style-type: none"> <li>-How to plan and participate in an out of class?</li> <li>-What is a Business Card?</li> <li>-Why is it important to demonstrate type specifics, alignment, and appropriate use of margins, columns, grids, bleeds, and styles?</li> <li>-Why is it important to define Preflighting and its purpose?</li> <li>Why is it important to package a file for printing?</li> <li>-What is a Logo?</li> <li>-Why is it important to understand various file formats and list the advantages/disadvantages of each?</li> <li>-Why is it important to critique a project throughout every phase of production for accuracy, end-usage, and audience?</li> <li>-Why is it important to review a projects workflow after completion and determine areas of improvement?</li> </ul>	<ul style="list-style-type: none"> <li>-Understand various file formats and list the advantages/disadvantages of each</li> <li>-Critique a project throughout every phase of production for accuracy, end-usage, and audience</li> <li>-Review a projects workflow after completion and determine areas of improvement</li> <li>-Logos</li> </ul>	<p><b>Columns</b>  <b>Grid</b>  <b>Bleed</b>  <b>Style</b>  <b>Business card</b>  <b>Printing</b>  <b>Alignment</b>  <b>Packaging</b>  <b>Critique</b>  <b>Project</b>  <b>Logo</b>  <b>Formats</b>  <b>File</b>  <b>Advantage</b>  <b>Disadvantage</b>  <b>Project</b>  <b>Accuracy</b>  <b>End-usage</b>  <b>Workflow</b>  <b>Journalist</b>  <b>Propaganda</b>  <b>Gatekeeper</b>  <b>Social media</b>  <b>Fair</b>  <b>Impartial</b>  <b>Unbiased</b>  <b>Advocate Freedom of the Press</b></p>
<p><b>Quarter 2</b></p> <p>Textbook:  Yellow textbook:  Graphic  Communication  – the printed  image;</p>	<p>9-10.RST.1: Cite specific textual evidence to support analysis of science and technical texts, attending to the precise details of explanations or descriptions.</p> <p>9-10.RST.2: Determine the central ideas or conclusions of a text; trace the text’s explanation or depiction of a complex</p>	<ul style="list-style-type: none"> <li>-What is Clothing Street Art?</li> <li>-What is SAT Vocabulary?</li> <li>-Why is it important to determine costing projections for various media objectives and/or functions?</li> </ul>	<ul style="list-style-type: none"> <li>-Determine costing projections for various media objectives and/or functions</li> <li>-Discuss the importance of “dress for success”</li> <li>-Utilize presentation skills to present a solution to a project</li> </ul>	<p><b>SAT</b>  <b>Vocabulary</b>  <b>Cost</b>  <b>Functions</b>  <b>Media</b>  <b>Success</b>  <b>Dress Code</b>  <b>Presentation</b></p>

<p>Davis: Communicating through Graphic Design</p> <p>Online: Lynda.com Study.com Freerice.com Gcflearnfree.org Khanacademy.org</p>	<p>process, phenomenon, or concept; provide an accurate</p>	<ul style="list-style-type: none"> <li>-Why is it important to discuss the importance of “dress for success”?</li> <li>-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?</li> <li>-What is the Annual Report on Biology for?</li> <li>-Why is it important to describe how ethics, hype, and content influence media products?</li> <li>-Why is it important to use Professional etiquette for web-, email-, and social-media-based communications?</li> <li>-What are signs used for?</li> <li>-Why is it important to identify factors that contribute to the success of media businesses and freelance/contract providers?</li> <li>-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?</li> <li>-How is creating a Bully Poster project going to help other students?</li> </ul>	<ul style="list-style-type: none"> <li>-demonstrating an understanding of the relationship between content, color, typography, images, and layout</li> <li>-Clothing Street Art</li> <li>-SAT Vocabulary</li> <li>-Annual Report on Biology Poster</li> <li>-Describe how ethics, hype, and content influence media products</li> <li>-Use Professional etiquette for web-, email-, and social-media-based communications</li> <li>-Signs</li> <li>-Identify factors that contribute to the success of media businesses and freelance/contract providers</li> <li>-Explore paper options for a job, including analyzing parent sizes, environmental concerns, grades and classes, and reading a paper swatch</li> <li>-Bully Project</li> <li>-Identify the target audience for a project</li> <li>-Work in a team to produce a larger project</li> </ul>	<ul style="list-style-type: none"> <li><b>Project</b></li> <li><b>Clothing Street Art</b></li> <li><b>Skills</b></li> <li><b>Typography</b></li> <li><b>Color</b></li> <li><b>Content</b></li> <li><b>Images</b></li> <li><b>Layout</b></li> <li><b>Annual Report</b></li> <li><b>Biology</b></li> <li><b>Poster</b></li> <li><b>Ethics</b></li> <li><b>Hype</b></li> <li><b>Content</b></li> <li><b>Influence</b></li> <li><b>Media</b></li> <li><b>Professional Etiquette</b></li> <li><b>Web</b></li> <li><b>Email</b></li> <li><b>Social</b></li> <li><b>Media Based</b></li> <li><b>Communication</b></li> <li><b>Signs</b></li> <li><b>Factors</b></li> <li><b>Success</b></li> <li><b>Media Business</b></li> <li><b>Freelance</b></li> <li><b>Contract</b></li> <li><b>Job</b></li> <li><b>Analyze</b></li> <li><b>Size</b></li> <li><b>Environmental</b></li> <li><b>Paper Swatch</b></li> <li><b>Photoshop</b></li> <li><b>Illustrator</b></li> <li><b>Larger Project</b></li> <li><b>Audience</b></li> <li><b>Team</b></li> <li><b>Bully</b></li> <li><b>Poster</b></li> </ul>
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<p><b>Quarter 3</b></p> <p>Textbook: Yellow textbook: Graphic Communication – the printed image; Davis: Communicating through Graphic Design</p> <p>Online: Lynda.com Study.com Freerice.com Gcflearnfree.org Khanacademy.org</p>	<p>9-10.RST.1: Cite specific textual evidence to support analysis of science and technical texts, attending to the precise details of explanations or descriptions.</p> <p>9-10.RST.2: Determine the central ideas or conclusions of a text; trace the text’s explanation or depiction of a complex process, phenomenon, or concept; provide an accurate</p>	<ul style="list-style-type: none"> <li>-Why is it important to work in a team to edit/revise a larger project?</li> <li>-How is creating and editing basic Shapes going to help a person in Graphic Design?</li> <li>-What is Photo Correction used for?</li> <li>-Why is it important to describe how production processes and cycles affect media businesses?</li> <li>-Why is it important to identify and discuss different kinds of portfolios, and the organization of elements included?</li> <li>-How is correcting and Enhancing Photos going to help a person in Graphic Design?</li> <li>-What is a Mask and Channel used for?</li> <li>-Why is it important to create a single and multi-page products using industry standard layout software and/or online, according to specifications?</li> <li>-Why is it important to learn how to create a Magazine Cover Design?</li> <li>-What is an Expression?</li> </ul>	<ul style="list-style-type: none"> <li>-Review on what was taught</li> <li>-Why is a Quiz/Test important?</li> <li>-Work in a team to edit/revise a larger project</li> <li>-Creating and Editing Shapes</li> <li>-Basic Photo Corrections</li> <li>-Describe how production processes and cycles affect media businesses</li> <li>-Identify and discuss different kinds of portfolios, and the organization of elements included</li> <li>-Correcting and Enhancing Photos</li> <li>-Magazine Cover Design</li> <li>-Mask and Channel</li> <li>-Create a single and multi-page products using industry standard layout software and/or online, according to specifications.</li> <li>-Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs</li> <li>-Demonstrate proper etiquette for introductions</li> <li>-Christmas Expression</li> </ul>	<p><b>Quiz</b></p> <p><b>Taught</b></p> <p><b>Teamwork</b></p> <p><b>Project</b></p> <p><b>Edit</b></p> <p><b>Revise</b></p> <p><b>Shapes</b></p> <p><b>Create</b></p> <p><b>Edit</b></p> <p><b>Basic Photo Corrections</b></p> <p><b>Cycle</b></p> <p><b>Processes</b></p> <p><b>Media Business</b></p> <p><b>Portfolio</b></p> <p><b>Organize</b></p> <p><b>Elements</b></p> <p><b>Enhancing</b></p> <p><b>Correcting</b></p> <p><b>Photo</b></p> <p><b>Magazine</b></p> <p><b>Cover Design</b></p> <p><b>Mask</b></p> <p><b>Channel</b></p> <p><b>Single and Multi-page</b></p> <p><b>Industry standard</b></p> <p><b>Online</b></p> <p><b>Specification</b></p> <p><b>Ethnic</b></p> <p><b>Cultural</b></p> <p><b>Multigenerational</b></p> <p><b>Selection</b></p> <p><b>Project</b></p> <p><b>Programs</b></p>

		<ul style="list-style-type: none"> <li>-Why is it important to describe how diversity (cultural, ethnic, and multi-generational) and ethics affect the selection of projects and programs?</li> <li>-Why is it important to demonstrate proper etiquette for introductions?</li> </ul>		<b>Etiquette</b> <b>Christmas</b> <b>Expression</b> <b>Photoshop</b> <b>InDesign</b> <b>Illustrator</b> <b>Diversity</b> <b>Expression</b> <b>OSHA</b>
<b>Quarter 4</b>  Textbook: Yellow textbook: Graphic Communication – the printed image; Davis: Communicating through Graphic Design  Online: Lynda.com Study.com Freerice.com Gcflearnfree.org Khanacademy.org	9-10.RST.1: Cite specific textual evidence to support analysis of science and technical texts, attending to the precise details of explanations or descriptions.  9-10.RST.2: Determine the central ideas or conclusions of a text; trace the text’s explanation or depiction of a complex process, phenomenon, or concept; provide an accurate	<ul style="list-style-type: none"> <li>-What contributes personal strengths?</li> <li>-How do you build the skills to respect the contributions of others?</li> <li>-How to build collaboration skills?</li> <li>-How to ensure diversity in collaboration?</li> <li>-How to transform objects using Illustrator CS6?</li> <li>-What is the workspace in InDesign?</li> <li>-How to use time productively?</li> <li>-How to balance out speed and accuracy?</li> <li>-How to organize work within the time-frame given?</li> <li>How to prioritize task?</li> <li>-What is the Pen Tool?</li> <li>-What does the Pen Tool do?</li> <li>-What is Illustrator CS6?</li> <li>-What is the Science Fair Project?</li> <li>-What is Art?</li> </ul>	<ul style="list-style-type: none"> <li>-personal strengths</li> <li>-contributions of others</li> <li>-build collaboration skills</li> <li>-ensure diversity</li> <li>-transforming objects using CS6</li> <li>-Workspace and InDesign</li> <li>-Time productivity</li> <li>-Organization</li> <li>-Prioritize</li> <li>-Use the creative process, including editing/revising a product to meet a client’s needs</li> <li>- Define the kinds of industry standard software and what they should be used for: photo manipulation, drawing, and page layout.</li> <li>-Apply computer file management techniques</li> <li>-Select the appropriate medium/media for distribution of communications</li> <li>-Use editing skills when reviewing communications</li> <li>-Science Poster Project</li> <li>-Pen Tool</li> <li>-Illustrator CS6</li> <li>-Art/Design</li> <li>-Career Ready</li> <li>-Science Fair</li> </ul>	<b>Strength</b> <b>Contribution</b> <b>Skills</b> <b>Collaboration</b> <b>Diversity</b> <b>Ensure</b> <b>Transform</b> <b>Objects</b> <b>Creative Suite Software</b> <b>Illustrator</b> <b>Respect</b> <b>InDesign</b> <b>Workspace</b> <b>Productivity</b> <b>Balance</b> <b>Accuracy</b> <b>Time-Frame</b> <b>Creative Process</b> <b>Organization</b> <b>Manipulation</b> <b>Page Layout</b> <b>Drawing</b> <b>File Management</b> <b>Techniques</b> <b>Pen tool</b> <b>Science Poster</b> <b>Project</b> <b>Distribution</b>

		<ul style="list-style-type: none"> <li>-What is Design?</li> <li>-What is Career Ready?</li> <li>-What is the difference between sketching and thumbnails?</li> <li>-What is hierarchy?</li> </ul> 	<ul style="list-style-type: none"> <li>-Illustrator</li> <li>-Pen Tool</li> <li>-Sketch/Thumbnail/Draw, -Hierarchy</li> </ul>	<ul style="list-style-type: none"> <li><b>Medium</b></li> <li><b>Media</b></li> <li><b>Communication</b></li> <li><b>Illustrator</b></li> <li><b>Art</b></li> <li><b>Design</b></li> <li><b>Career Ready</b></li> <li><b>Science Fair</b></li> <li><b>Illustrator</b></li> <li><b>Pen Tool</b></li> <li><b>Sketch</b></li> <li><b>Thumbnail</b></li> <li><b>Draw</b></li> <li><b>Hierarchy</b></li> <li><b>OSHA</b></li> </ul>
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