eDynamicLearning
CAREER & ELECTIVE COURSES

eDynamic Learning Course Title: Digital Design 1a / 1b

State: TX
State Course Title: Graphic Design and Illustration I
State Course Code: 130.106
State Standards: Graphic Design and Illustration I
Date of Standards: 2015

TEKS	Course Title (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers
(1) The student demonstrates professional standards/employability skills as required by business and industry.			
(A) identify and participate in training, education, or certification for employment;	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lessons 1, 2
(B) identify and demonstrate positive work behaviors and personal qualities needed to be employable;	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lesson 2
(C) demonstrate skills related to seeking employment to find and obtain a desired job;	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lessons 1, 2
(D) maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples; and	Digital Design 1a: Introduction	Unit 5: Graphic Design Basics	Lesson 3
(E) examine employment opportunities in entrepreneurship.	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Activity 1
(2) The student applies academic knowledge and skills in art and design projects.			
(A) apply English language arts knowledge by demonstrating skills such as correct use of content, technical concepts, vocabulary, grammar, punctuation, and terminology to write and edit a variety of documents; and	Digital Design 1a: Introduction	Unit 3: Skills for Success	Lesson 4
(B) apply mathematics knowledge and skills such as using whole numbers, decimals, fractions, and knowledge of arithmetic operations.	Digital Design 1a: Introduction	Unit 3: Skills for Success	Activity 1
(3) The student understands professional communications strategies.			
(A) adapt language such as structure and style for audience, purpose, situation, and intent;	Digital Design 1a: Introduction	Unit 6: Print Design	Lessons 1-3

(B) organize oral and written information;	Digital Design 1a: Introduction	Unit 8: Understanding Color	Activity 1-4
(C) interpret and communicate information;	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Activity 2
(D) deliver formal and informal presentations;	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Activity 1
(E) apply active listening skills;	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lesson 2
(F) listen to and speak with diverse individuals; and	Digital Design 1b: Creating a Graphic Design Business	Unit 1: Effective Communication Skills	Activity 3
(G) exhibit public relations skills.	Digital Design 1a: Introduction	Unit 6: Print Design	Lessons 1-3
(4) The student understands and employs problem-solving methods.			
(A) employ critical-thinking skills independently and in groups; and	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lesson 2
(B) employ interpersonal skills in groups to solve problems.	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lesson 2
(5) The student applies technology applications. The student is expected to use personal information management, email, Internet, writing and publishing, and presentation applications for art and design projects.	Digital Design 1b: Creating a Graphic Design Business	Unit 8: Evaluating, Sharing, and Marketing Your Digital Designs	Lesson 1
(6) The student understands design systems. The student is expected to analyze and summarize the history and evolution of related fields.	Digital Design 1a: Introduction	Unit 1: What is Graphic Design?	Lesson 1
(7) The student applies cyber safety procedures. The student is expected to implement personal and professional safety rules and regulations.	Digital Design 1b: Creating a Graphic Design Business	Unit 7: Creating a Safe Business Environment	Lessons 1-3
(8) The student applies leadership characteristics to student leadership and professional development activities.			
(A) employ leadership skills;	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lesson 3
(B) employ teamwork and conflict-management skills;	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lesson 2
(C) conduct and participate in meetings; and	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lesson 3

(D) employ mentoring skills.	Digital Design 1a: Introduction	Unit 2: Careers in Graphic Design	Lesson 3
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in graphic design and illustration.			
(A) exhibit ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas;	Digital Design 1b: Creating a Graphic Design Business	Unit 7: Creating a Safe Business Environment	Lessons 1-4
(B) discuss and apply copyright laws in relation to fair use and acquisition;	Digital Design 1b: Creating a Graphic Design Business	Unit 3: Using Images	Lesson 2
(C) model respect for intellectual property;	Digital Design 1b: Creating a Graphic Design Business	Unit 3: Using Images	Lesson 2
(D) demonstrate proper etiquette and knowledge of acceptable use policies; and	Digital Design 1b: Creating a Graphic Design Business	Unit 7: Creating a Safe Business Environment	Lessons 1-4
(E) analyze the impact of the advertising and visual communication design industry on society.	Digital Design 1a: Introduction	Unit 1: What is Graphic Design?	Activity 2
(10) The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks.	Digital Design 1b: Creating a Graphic Design Business	Unit 2: The Design Process	Lesson 1
(11) The student develops an increasing understanding of graphic design and illustration. The student is expected to research art and design career opportunities and qualifications.	Digital Design 1a: Introduction	Unit 1: What is Graphic Design?	Lesson 3
(12) The student researches the history and evolution of art and design.			
(A) explain the history of visual arts and design;	Digital Design 1a: Introduction	Unit 1: What is Graphic Design?	Lesson 1
(B) understand general characteristics in artwork from a variety of cultures; and	Digital Design 1a: Introduction	Unit 1: What is Graphic Design?	Lesson 3
(C) compare current visual arts technologies with historical technologies.	Digital Design 1a: Introduction	Unit 1: What is Graphic Design?	Lesson 1
(13) The student conducts oral or written critiques of designs.			
(A) interpret, evaluate, and justify design decisions;	Digital Design 1a: Introduction	Unit 8: Understanding Color	Activity 1-4
(B) apply a critical method of evaluation;	Digital Design 1b: Creating a Graphic Design Business	Unit 8: Evaluating, Sharing, and Marketing Your Digital Designs	Lesson 2
(C) communicate an oral or written defense; and	Digital Design 1a: Introduction	Unit 8: Understanding Color	Activity 1-4

(D) evaluate oral or written feedback.	Digital Design 1b: Creating a Graphic Design Business	Unit 8: Evaluating, Sharing, and Marketing Your Digital Designs	Lesson 2
(14) The student demonstrates an understanding of artistic design. The student is expected to analyze and apply art elements and principles in photographic works, multimedia applications, and digital and print media.	Digital Design 1a: Introduction	Unit 5: Graphic Design Basics	Lesson 1
(15) The student employs a creative design process to create original two- or three-dimensional projects.			
(A) create designs for defined applications;	Digital Design 1a: Introduction	Unit 5: Graphic Design Basics	Lesson 1
(B) apply elements of design;	Digital Design 1a: Introduction	Unit 6: Print Design	Lesson 2
(C) apply design principles and typography;	Digital Design 1a: Introduction	Unit 6: Print Design	Lesson 2
(D) use good composition;	Digital Design 1a: Introduction	Unit 5: Graphic Design Basics	Lesson 2
(E) demonstrate anatomical figure drawing;	Digital Design 1a: Introduction	Unit 7: The Art of Typography	Lesson 1
(F) demonstrate drawing in one-point, two-point, and multi-point perspective;	Digital Design 1a: Introduction	Unit 5: Graphic Design Basics	Activity 3
(G) create a project by applying color; and	Digital Design 1a: Introduction	Unit 6: Print Design	Lesson 2
(H) apply printing concepts.	Digital Design 1a: Introduction	Unit 6: Print Design	Lesson 1