Subject: Graphic Design – Yearbook
Grade: High School
Description of Essential Standard to be Learned
1. Students will compare the advantages and disadvantages of working independently and working for others within the field (including mass production vs. custom work).
2. Students will demonstrate the methods used to create a visual representation of ideas and messages (i.e. combining words, symbols and/or images).
3. Students will identify the basics of composition.
4. Students will analyze the effects of the design elements (e.g. optical illusion and color theory).
5. Students will analyze legal concerns that affect the design field such as copyright and trademark issues.
6. Students will evaluate the visual appeal of graphic designs within visual communications.
7. Students will analyze the design process of graphic projects (from concept to finished product).
8. Students will demonstrate design principles in a graphic design project.
9. Students will demonstrate proper use of tools, software and equipment.
10. Students will create a portfolio of graphic design projects. (The finished yearbook)