




Legend:

X The standard is clearly addressed by program activities.

- This standard potentially could be addressed as part the program either by actions that the coach or teacher takes when working with the students or by conditions established by the program.

		Design Fundamentals DOE Code: 4834 Recommended Grade Level: Grade 11-12 Recommended Prerequisites: Introduction to Communications			
Domain	Foundations of Design				
Core Standard 1	Students evaluate the historical foundation of design to gain background knowledge for designing communication projects.				
	DSF-1.1	Review the historical foundations of design in art .			
	DSF-1.2	Incorporate styles and mannerisms of past art and design into works.			
	DSF-1.3	Identify and discuss important eras, designers, genres, and techniques in 20th and 21st century graphic design.			
	DSF-1.4	Examine how historical artists can influence design and illustration.	-	-	-
	DSF-1.5	Identify and describe emerging trends and technologies in the Graphic Design Fields.	-	-	-
Domain	Graphic Design				
Core Standard 2	Students generate solutions to visual design problems that combine art and technology to communicate ideas.				
	DSF -2.1	Identify the different areas of graphic design.	-		-
	DSF -2.2	Analyze different types of media for graphic arts.	-		-
	DSF -2.3	Identify and describe different printmaking processes.	-		-
	DSF -2.4	Describe the applications of graphic design.	-		-
	DSF -2.5	Demonstrate and discuss work developed as part of a design team.	-		-
	DSF -2.6	Discuss how symbols and logos represent ideas or identity.	x	x	x
Domain	Principles and Elements of Design				
Core Standard 3	Students utilized the Elements and Principles of Design in visual design solutions to enhance the communication of an idea.				
	DSF -3.1	Define basic terminology related to the elements and principles of design.	-	-	-
	DSF -3.2	Identify the utilization of the five elements of line, shapes, mass, texture, and color as they apply to basic design.	-	-	-
	DSF -3.3	Study composition principles.	-	-	-

	DSF -3.4	Recognize and employ color theory and color perception.	-	-	x
Domain	The Design Process & Concept Development				
Core Standard 4	Students demonstrate creative and visual problem solving using the design process for optimal design quality.				
	DSF -4.1	Plan the use of the elements principles of design to solve a visual art problem.	x	x	x
	DSF -4.2	Identify the customers wants and need for the design.	-	-	-
	DSF -4.3	Research ideas and company profile.	x	-	-
	DSF -4.4	Evaluate Target market.	-		-
	DSF -4.5	Draw and refine designs from thumbnails to final design.	-		-
	DSF -4.6	Prepare designs for presentation.	x	x	x
	DSF -4.7	Describe the job flow from initial customer contact to collection of payment.	-		-
	DSF -4.8	Produce drawings for communicating and presenting a concept visually.	-		-
Domain	Page Layout				
Core Standard 5	Students design products using basic page layout techniques to enhance overall visual appeal and communication.				
	DSF -5.1	Proportions and White space.	-	-	-
	DSF -5.2	Apply the rules of effective typography using hand and/or computer skills.	x		x
	DSF -5.3	Compare and contrast the use of images in projects (Illustration verses Photo).	x		x
	DSF -5.4	Discern the differences between Text and Typography.	x		x
	DSF -5.5	Interpret appropriate Copyrights on text and images.	-		-
	DSF -5.6	Demonstrate how to place scanned graphics/photos into existing page layout.	x		-
	DSF -5.7	Demonstrate text alignment, element positioning, and rules of page design for printed matter.	x		x
	DSF -5.8	Examine and construct documents with multiple measurement systems used in the field.	x		x
Domain	Career Opportunities				
Core Standard 6	Students apply and adapt career resources to evaluate career opportunities in design				
	DSF -6.1	Explore career opportunities in graphic design.	x	x	x
	DSF -6.2	Identify different artistic and professional disciplines in visual communications.	-	-	-
	DSF -6.3	Identify different artistic and professional disciplines in visual communications.	-	-	-
	DSF -6.4	Explore opportunities in a post-secondary educational program.	x	x	x

DSF -6.5	Compare and contrast careers in graphics and design, along with their education, training requirements, and salary ranges	-	-	-
DSF -6.6	Identify gender and diversity related issues in graphics and/or design.	-	-	-

Domain	Portfolio and Presentation				
Core Standard 7	Students demonstrate the development of a professional portfolio for future career development.				
	DSF -7.1	List the criteria for selecting artwork.	-	-	-
	DSF -7.2	Collect and refine all previous graphic design projects-- Select and organize content.	-	-	-
	DSF -7.3	Giving and receiving constructive criticism of portfolios.	-	-	-
	DSF -7.4	List common types of portfolios and their uses.	-	-	-