

Curriculum Development

Graphic Technology I Curriculum Database

Standard: 9.4 Career and Technical Education

All students who complete a career and technical education program will acquire academic and technical skills for careers in emerging and established professions that lead to technical skill proficiency, credentials, certificates, licenses, and/or degrees.

Arts, A/V Technology & Communications Career Cluster™ (AR)

Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster™. (AR-1)

Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster™. (AR-6)

Visual Arts Career Pathway (AR-VIS)

Analyze how the application of visual arts elements and principles of design communicate and express ideas. (AR-VIS-2)

Analyze and create two and three-dimensional visual art forms using various media. (AR-VIS-3)

CPI: 9.4.12.C.6,

7, 14, 15, 18, 22, 32, 33, 60, 63, 65, 66, 69, 71, 74

9.4.12.C.6 Locate, organize, and reference written information from various sources to communicate with others.

9.4.12.C.7 Evaluate and use information resources to accomplish specific

occupational tasks.

9.4.12.C.14 Exhibit public relations skills in order to increase internal and external customer satisfaction.

9.4.12.C.15 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.

9.4.12.C.18 Conduct technical research to gather information necessary for decision-making.

9.4.12.C.22 Operate writing and publishing applications to prepare business communications.

9.4.12.C.32 Examine the various organizational structures adopted by groups within this field to understand the diversity and variety of functions within the industry.

9.4.12.C.33 Analyze the economic base of this industry to demonstrate understanding of economic factors influencing the industry as a whole.

9.4.12.C.60 *Develop a Personalized Student Learning Plan to meet career goals and objectives.*

9.4.12.C.63 *Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals.*

9.4.12.C.65 *Identify and explore careers in one or more career pathways to build an understanding of the opportunities available in the cluster.*

9.4.12.C.66 *Examine requirements for career advancement to plan for continuing education and training.*

9.4.12.C.69 *Examine employment opportunities in entrepreneurship as an option for career planning.*

9.4.12.C.71 Identify, examine, and select career opportunities in one or more pathways in this cluster in order to explore career options.

9.4.12.C.74 Demonstrate the use of technical knowledge and skills that are common to multiple pathways in this cluster to allow for mobility among related occupations.

Cluster/Grade Level: Graphic Technology/9th-12th

Strand: C. Arts, A/V Technology, & Communications Career Cluster

Pathway:

Content Statement

Communication Skills: All clusters rely on effective oral and written communication strategies for creating, expressing, and interpreting information and ideas that incorporate technical terminology and information.

Problem-Solving and Critical Thinking: Critical and creative thinking strategies facilitate innovation and problem-solving independently and in teams.

Information Technology Applications: Technology is used to access, manage, integrate, and disseminate information.

Systems:

- Roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment impact business operations.
- Key organizational systems impact organizational performance and the quality of products and services.
- Understanding the global context of 21st-century industries and careers impacts business operations.

Employability and Career Development: Employability skills and career and entrepreneurship opportunities build the capacity for successful careers in a global economy.

Technical Skills: Technical knowledge and skills play a role in all careers within the cluster and pathway.

Essential Question

- What do Graphic Designers do?
- What skills do Graphic Designers need to have or acquire?
- What industries utilize graphic designers or Web designers?
- What roles do graphic designers play in companies?
- What are the major categories of design the design area?
- What materials, investments are necessary to begin free-lance work?

Enduring Understanding

- Students will be aware of the education needed in order to be a successful Graphic Designer.
- Students will be able to define the role and responsibilities of Graphic Designers and Visual/Commercial Artists and the skills they need to possess.
- Student will be able to gather data on the costs involved in starting a freelance design business, including software, hardware and other necessary technology.

Activities

- Define the role and responsibilities of Graphic Designers and Visual/Commercial Artists and the skills they need to possess.
- Conduct research and gather data on careers in the Graphic Design/Visual Arts/Commercial Art field including the industries, specific areas, types of companies, job titles, salaries, required skills and education and other related statistics.
- Conduct research and gather data on the costs involved in starting a freelance design business, including software, hardware and other necessary technology.
- Create a reflection paper that includes outline of career categories profile that aligns students' skills and strengths with skills required in the particular career path.
- Prepare a poster that collects research data and presents gathered information in a manner that would serve as an education tool to prospective Graphic Design students and their parents.

Assessments

- Written documents
- Journal/Sketchbook keeping
- Instructor feedback
- Visual presentations
- Oral presentations
- Participation

Teacher Resources

May include, but not limited to:

- Computer: PC or Mac OS X
- Internet
- iPad
- Text books
- Art supplies
- Museums
- Galleries
- Guest Speakers

Online Resources

[Art Director's Club](#)

[Salary Research](#)

Equipment Needed

May include, but not limited to:

- Computer: PC or Mac OS X
- Projector
- Digital Camera
- Printer
- Photo Copier
- Scanner
- Tablet
- Light Box

21st Century Themes

Global Awareness

Financial, Economic, Business Literacy

Civic Literacy

21st Century Skills

Creativity and Innovation

Critical Thinking and Problem Solving

Communication and Collaboration

Media Literacy

ICT Literacy

Life and Career Skills
