

CTE Multimedia Digital Design Core	Principles of Graphic Design
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Unit 1: Introduction, Safety, and Orientation	
Competencies and Suggested Objectives	
1. Identify course expectations, school policies, program policies, safety procedures, and jobs related to Digital Design. DOK1	pp. 5-11
a. Identify course expectations, school policies, and program policies related to Digital Design.	pp. 5-12
b. Apply safety procedures in the classroom, lab, and for all equipment.	pp. 67-72
c. Explore career opportunities related to the multimedia industry.	pp. 11-13
2. Explore 21st century skills in relation to the classroom environment. DOK1	pp. 16-22; 58
a. Identify potential influences that shape personality development, including personality traits, heredity, and environment.	p. 19
b. Develop a report on how personality traits affect teamwork and leadership skills.	pp. 26-28; 52-54
c. Develop effective leadership, decision-making, and communication skills.	pp. 26-29; 61
d. Create a working résumé with a portfolio and continue to update throughout the course.	pp. 31-37; 41
e. Describe the purpose of student organizations as it relates to personality, leadership, and teamwork development.	p. 28
3. Identify legal requirements for participation in the occupation. DOK1	p. 72; 81
a. Describe ways to avoid legal liability problems in the occupation.	p. 72
b. Discuss digital citizenship.	pp. 78-81
Unit 2: Advanced Photo Editing	
Competencies and Suggested Objectives	
1. Understand the essentials of photo editing and graphic design. DOK 1	pp. 214-216
a. Recognize safety procedures and proper handling of photo editing equipment.	pp. 214-216; 220
b. Review the fundamental components of a digital camera and familiarize with key photo editing terminology.	p. 104; 115
2. Utilize photo-editing software to create and modify images. DOK 2	pp. 217-222
a. Identify and understand the functions of various photo-editing software terms.	pp. 217-222

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b. Learn the process of opening, editing, and saving images in photo editing software.	pp. 217-222
c. Master advanced photo-editing tools:	
• Blend modes	p. 121-124
• Brushes	p. 231-234
• Filters	p. 112; 225
• Layers	p. 222
• Selection tools	p. 193
• Styles and effects	pp. 230-234
• Transform tools	pp. 193-194
d. Differentiate between web and print resolutions and understand how to adjust image sizing accordingly.	p. 108; 234; 256
Unit 3: Layout Design	
Competencies and Suggested Objectives	
1. Understand the principles of layout design and color modes. DOK 1	
a. Types of Layouts:	pp. 260-261
• Brochures	p. 185
• Magazines	p. 159; 272
• Flyers	related p. 60
• Slides	
• Advertisements	p. 156
• Infographics	p. 272
• Screen print	p. 123
2. Apply the use of grids, columns, margins, and bleeds in layout design. DOK 2	p. 185
a. Demonstrate the use of grids and columns to organize content within a layout.	p. 185
b. Explain and apply the concepts of margins and bleeds to ensure proper spacing and edge-to-edge printing in design projects.	pp. 133-135
3. Recognize and use elements of design in layout creation. DOK 1	p. 129
a. Design Elements:	p. 129; 198
• Color	pp. 129-130
• Form	pp. 129-130
• Line	pp. 119-120
• Shape	pp. 129-130
• Space	pp. 119-120
• Texture	pp. 119-120
• Value	p. 124

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4. Produce a cohesive design product that integrates layout principles and design elements. DOK 2	p. 243; 264
a. Create and present a design project that effectively uses layout techniques and incorporates grid systems and design elements.	p. 243; 264; 268
Unit 4: Typography	
Competencies and Suggested Objectives	
1. Examine typography as a critical element of layout design. DOK 1	pp. 130-135
a. Discuss typography concepts and their importance in design planning.	pp. 130-132
b. Explore how tone, audience, and purpose influence design choices and readability.	pp. 133-136
c. Identify how principles of design relate to the use and selection of typography.	pp 119-120
2. Identify various typefaces and understand their appropriate applications. DOK 2	
a. Types of Typefaces:	pp. 130-131
• Display	pp. 130-132
• Monospaced	pp. 130-133
• Sans serif	pp. 130-134
• Script	pp. 130-135
• Serif	pp. 130-136
3. Understand copyright laws associated with font usage. DOK 2	p. 85
a. Discuss the legal considerations and copyright laws that govern the use of different fonts.	p. 85
4. Demonstrate knowledge of standard font formats and their applications. DOK 1	p. 131
a. Describe TrueType fonts and their common uses.	p. 131
b. Explain the characteristics of OpenType fonts and what makes them versatile.	p. 228
c. Discuss PostScript fonts and their role in professional printing.	p. 228
Unit 5: Branding	
Competencies and Suggested Objectives	
1. Examine the three types of logos and their design considerations. DOK 1	p. 129
a. Logo Types:	
• Type-based logos	pp. 129-131
• Image-based logos	pp. 129-132

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• Combination logos	pp. 129-133
2. Differentiate between target audiences for each type of logo. DOK 2	
a. Analyze how type-based logos appeal to different demographics compared to image and combination logos.	pp. 133-136
b. Assess the impact of logo design choices on brand perception across various audience segments.	pp. 129-133
3. Develop a logo using concept development stages, from brainstorming to mockup creation.	p. 137
DOK 3	
a. Outline the concept development process for creating a logo.	p. 137
b. Design a logo mockup that aligns with a given brand's identity and values.	p. 137
Unit 6: Digital, Social, and Mobile Media	
Competencies and Suggested Objectives	
1. Apply graphic design principles to create engaging content for digital platforms. DOK3	pp. 129-134
a. Produce multimedia graphics tailored for various social media, considering platform norms and image dimensions.	pp. 129-135
b. Design multimedia elements that are user-friendly on multiple devices, such as smartphones and tablets.	pp. 133-134
2. Analyze the impact of multimedia content in online engagement and digital branding. DOK3	pp. 129-134
a. Investigate how well-designed multimedia content can capture attention and encourage sharing on social media.	pp. 133-134
b. Develop a set of multimedia designs that work together to build a brand's online presence.	pp. 129-134
3. Integrate advanced multimedia elements to enrich digital media designs. DOK 3	p. 135-136
a. Embed interactive components like animations into designs to increase user interaction on social platforms.	pp. 133-136
b. Construct a multimedia project that integrates images, GIFs, and video clips for a comprehensive communication strategy.	p. 137
4. Utilize artificial intelligence (AI) in social media design. DOK 2	p. 88
a. Explore AI tools and technologies used in digital and social media design, including	p. 88

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content generation, image and video enhancement, and user interaction analysis.	p. 88
b. Analyze the impact of AI on digital media trends, audience engagement, and content personalization.	pp. 81-82; 88
c. Apply AI-based design tools to create innovative digital media elements, enhancing user experience on various platforms.	p. 88