Communicating through Graphic Design Second Edition

Communicating through Graphic	Design 2E	Missis	ssippi	Visual	Arts S	Standa	r ds HS	Proficier	nt						• Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
CHAPTER 1 WHAT IS GRAPHIC DESIGN?	2–3											٠	•			
Design Is All Around You	4											•				
A Brief History	4–14			•							•		•	•		
Design History: Gutenberg and His Bible	8															•
What Does a Graphic Designer Do?	15–16												•			
Why Is Graphic Design Important?	17								•		•	•	•	•		
How to Give and Receive Feedback	18						•							•		
Design in a Nutshell	19–20	•	•				•	•						•		
Design Brief: Mood Board for My Graphic Life	21–23		٠					•						•		
Chapter Review	27							•				•	•	•	•	
CHAPTER 2 THE ART OF GRAPHIC DESIGN	28–29												•			
The Elements of Art	30–39	•	•	•							•	•	•	•		
Design History: Art Deco in America	33												•			•
The Principles of Design	40–54			•								•	•	•		•
How to Critique a Graphic Design	51													•		
Design Brief: A Simple Story	55–57	•			•		•				•		•			
Chapter Review	61												•			•
CHAPTER 3 IMAGE CREATION FOR DESIGN	62–63			•									•			
Illustration	64–81	•	•	•				•					•	•	•	
Design History: The Golden Age of Comics	65		٠													•
Photography	82–90	•		•				•			•		•	•		•
Design Fundamentals: Color and Value	91												•	•		
Managing Images	92–95				•											
How to Use Metadata to Organize Photos	96				•											

Communicating through Graphic	Design 4E	Missi	ssippi	Visual	Arts S	tandar	ds HS I	Proficier	nt						- Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
Images and Ethics	97–98				•			•								
Design Brief: Songbook of Myself	99–101	•	•	•			•								•	
Chapter Review	105			•				•			•	•	•	•	•	•
CHAPTER 4 THE DESIGN PROCESS	106–107												•	•		
The Basic Steps	108–122	•	•	•	•		•			•	•	•	•	•	•	•
How to Visualize by Sketching	117	•											•	•		
Design History: The Evolution of the Poster	123–124	•	•				•	•			•		•	•		
Design Components	125–134	•	•		•		•	•			•	•	•	•		•
How to Design with Type	127												•	•		
How to Use Dummy Type	130	•												•		
Design Fundamentals: Space and Balance	131												•	•		
The Path to a Final Product	135–136				•											
Design Brief: Identifying My Mix	137–139	•	•				•	•			•	•				
Chapter Review	143							•			•	•	•	•	•	•
CHAPTER 5 IDENTITY DESIGN	144–145												•			
Identity Past and Present	146–147													•		•
Ways to Show Identity	148	•	•					•				•	•			•
Symbols and Logos	149	•	•										•			
Design History: Paul Rand	150		•			•							•			
Design Notes: Web Design	151–152	•	•									•	•			
Stationery	153		•			•										
How to Simplify an Image	154	•	•	•							•					
Graphics for Three-Dimensional Packaging	155–157	•						•				•	•			•
Flags and Banners	158												•			
Uniforms and Insignia	159											•	•			
Design Fundamentals: Unity and Variety	160												•			
Money	161		•													
Looking Ahead	162	•	•								•		•			
Design Brief: Club Communication	163–165	•	•			•	•	•								
Chapter Review	169							•					•	•	•	

Communicating through Graphic	Design 4E	Missi	ssippi	Visual	Arts S	tandar	ds HS	Proficier	nt						- Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
CHAPTER 6 PUBLICATIONS DESIGN	170–171										•			•		
Looking Back	172–173							•			•	•	•			•
Books	174–176	•	•	•							•	•				
Newspapers	177–178									•	•	•	•	•		•
Design Notes: Guide to the Front Page	179												•			
Magazines	180		•										•			
Design Notes: Anatomy of a Magazine Article	181		•													
Design History: Magazine Design: <i>Vogue</i>	182							•				•	•			
Newsletters	183												•	•		
Design Fundamentals: Emphasis and Movement	184												•	•		
Annual Reports	185												•	•		
How to Set Up and Use Style Sheets	186–187				•											
Looking Ahead	188															
Design Brief: A Newsletter Design	189–191	•	•		•		•						•	•		
Chapter Review	195		•	•				•					•	•		
CHAPTER 7 ADVERTISING DESIGN	196–197				•						•	•	•			•
A Little Advertising History	198–199										•		•	•		
Posters	200		•	•									•			
Billboards	201					•							•			
Design History: Shaking Up Madison Avenue	202												•			
Space Ads	203		•										•			
Design Fundamentals: Proportion and Scale	204			•									•			
How to Design an Effective Banner Ad	205	•	•													
Direct Mail	207		•													
Ads for TV and Online Media	208	•	•								•	•	•	•		
Design Notes: A Media Guru on Reaching a Market	209							•			•	•	•	•		

Communicating through Graphi	Design 4E	Missi	ssippi	Visual	Arts S	tandaı	r ds HS	Proficier	nt						- Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
Looking Ahead	210				•									•		
Design Brief: Poster for a School Event	211–213	•	•		•		•	•							•	
Chapter Review	217		•					•						•		
CHAPTER 8 INFORMATION AND EXPERIENCE DESIGN	218–219											•	•			
A Look Back	220–221												•	•		•
Maps	222–223	•	•			•		•			•		•	•		•
Design Notes: Road Culture	224												•	•		•
Signage	225–226		•										•	•		
Design History: The 1968 Olympics	227											•	•	•		
Charts, Diagrams, and Infographics	228–229									•			•			
How to Create Effective Infographics	230–231	•														
Design Fundamentals: Line	232												•	•		
Exhibit Design	233–234		•					•	•							
Experience Design	235												•	•		
Looking Ahead	236									•						
Design Brief: Mapping a Significant Place	237–239	•	•				•						•			
Chapter Review	243								•				•	•	•	
CHAPTER 9 DESIGN IN MOTION	244–245								•				•	•		
A Brief History of Motion	246–247		•										•			
Motion Fundamentals	248–255	•	•	•									•			
Design Fundamentals: Animation Principles	250–251	•		•									•			
How to Animate a Human Action	253–254	•	•	•												
How to Plan Timing and Spacing	256–257	•	•		1											
Handmade Animation	258–259	•	•	•	1		•									
Design History: Lotte Reiniger's Silhouette Animations	260															•
Computer-Based Animation	261–263				•								•			
Creating Motion Graphics	264–271	•	•		1							•	•	•		
How to Create a Storyboard	267	•														
Design Notes: Game Design	268	•														

DAVIS

Communicating through Graphic	: Design 4E	Missi	ssippi	Visual	Arts S	tandaı	r ds HS	Proficier	nt						- Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
Looking Ahead	272		•			•										
Design Brief: PSA Metaphor in Motion	273–275	•	•		•		•									
Chapter Review	279							•					•	•	•	
CHAPTER 10 WORKING AS A GRAPHIC DESIGNER	280–281										•	•	•			
What to Expect as a Graphic Designer	282–285	•		•												
Design History: The Design Profession	284								•	•		•	•			•
Getting the Training You Need	286–287															
Presenting Yourself and Your Work	288–290				•			•							•	
Design Fundamentals: Hierarchy in a Portfolio	291	•					•							•		
How to Develop Your Résumé	292						•									
Finding a Job	293–298	•	•													
How to Evaluate Job Offers	299															
Working in Design	300–307															
Keeping Up with the Graphic Design Industry	308															•
Working Ethically	309–312	•														
Cybersecurity	313				•											
Looking Ahead	314															
Design Brief: A Design Team Project	315–317	•	•		•		•	•								
Chapter Review	321				•			•				•	•	•		•

HS Proficient Performance Standards

- VA: Cr1.1.I Use multiple approaches to begin creative endeavors.
- VA: Cr1.2.I Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art or design.
- VA: Cr2.1.I Engage in making a work of art or design without having a preconceived plan.
- VA: Cr2.2.1 Explain how traditional and non-traditional materials may impact human health and the environment and demonstrate safe handling of materials, tools, and equipment.
- VA: Cr2.3.1 Collaboratively develop a proposal for an installation, artwork, or space design that transforms the perception and experience of a particular place.
- VA: Cr3.1.1 Apply relevant criteria from traditional and contemporary cultural contexts to examine, reflect on, and plan revisions for works of art and design in progress.
- **VA: Pr4.1.I** Analyze, select, and curate artifacts and/or artworks for presentation and preservation.
- VA: Pr5.1.I Analyze and evaluate the reasons and ways an exhibition is presented.
- VA: Pr6.1.I Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural, or political beliefs and understandings.
- VA: Re7.1.I Hypothesize ways in which art influences perception and understanding of human experiences.
- VA: Re7.2.1 Analyze how one's understanding of the world is affected by experiencing visual imagery.
- VA: Re8.1.I Interpret an artwork or collection of works, supported by relevant and sufficient evidence found in the work and its various contexts.
- VA: Re9.1.I Establish relevant criteria in order to evaluate a work of art or collection of works.
- VA: Cn10.1.I Document the process of developing ideas from early stages to fully elaborated ideas.
- VA: Cn11.1.I Describe how knowledge of culture, traditions, and history may influence personal responses to art.

Communicating through Graphic Design Second Edition

Communicating through Graphic	Design 2E	Missis	ssippi	Visual	Arts S	Standa	r ds HS .	Accompl	lished						Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
CHAPTER 1 WHAT IS GRAPHIC DESIGN?	2–3											•	•			
Design Is All Around You	4					•									•	•
A Brief History	4–14											•	•	•	•	•
Design History: Gutenberg and His Bible	8									•						
What Does a Graphic Designer Do?	15–16												•			
Why Is Graphic Design Important?	17				•	•					•	•	•		•	
How to Give and Receive Feedback	18						•									
Design in a Nutshell	19–20		•	•			•	•								
Design Brief: Mood Board for My Graphic Life	21–23			•			•				•				•	•
Chapter Review	27							•				•	•			
CHAPTER 2 THE ART OF GRAPHIC DESIGN	28–29															•
The Elements of Art	30–39		•	•							•	•	•		•	•
Design History: Art Deco in America	33								•	•					•	
The Principles of Design	40–54			•						•		•	•		•	•
How to Critique a Graphic Design	51											•		•		
Design Brief: A Simple Story	55–57			•	•		•	•							•	
Chapter Review	61							•			•	•	•			•
CHAPTER 3 IMAGE CREATION FOR DESIGN	62–63												•			
Illustration	64–81		•	•		•			•			•	•		•	
Design History: The Golden Age of Comics	65		•	•											•	•
Photography	82–90	•	•	•						•	•	•	•		•	
Design Fundamentals: Color and Value	91												٠			
Managing Images	92–95								•							
How to Use Metadata to Organize Photos	96								•							

Communicating through Graphic	Design 4E	Missi	ssippi	Visual	Arts S	tandar	ds HS A	Accomp	lished						- Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
Images and Ethics	97–98				•				•							
Design Brief: Songbook of Myself	99–101	•	•	•	•		•		•						•	
Chapter Review	105			•						•	•	•	•			
CHAPTER 4 THE DESIGN PROCESS	106–107										•	•	•			
The Basic Steps	108–122	•	•	•	•	•	•		•	•		•	•		•	•
How to Visualize by Sketching	117												•		•	
Design History: The Evolution of the Poster	123–124		•	•			•	•			•	•	•		•	
Design Components	125–134		•	•	•					•		•	•		•	•
How to Design with Type	127			•								•	•			
How to Use Dummy Type	130											•				
Design Fundamentals: Space and Balance	131											•	•			
The Path to a Final Product	135–136								•							
Design Brief: Identifying My Mix	137–139	•	•	•	•		•	•	•			•			•	
Chapter Review	143							•		•		•	•			•
CHAPTER 5 IDENTITY DESIGN	144–145										•		•			
Identity Past and Present	146–147									•		•				•
Ways to Show Identity	148		•			•		•	•			•	•		•	•
Symbols and Logos	149		•	•		•					•		•		•	
Design History: Paul Rand	150	•		•											•	
Design Notes: Web Design	151–152		•	•		•									•	
Stationery	153		•			•			•						•	
How to Simplify an Image	154			•							•	•			•	
Graphics for Three-Dimensional Packaging	155–157		•	•					•	•		•	•			•
Flags and Banners	158					•							•			
Uniforms and Insignia	159											•	•			
Design Fundamentals: Unity and Variety	160												•			
Money	161		•			•										
Looking Ahead	162		•			•					•	•	•		•	
Design Brief: Club Communication	163–165		•			•	•	•	•						•	
Chapter Review	169					•		•				•	•			

Communicating through Graphic	Design 4E	Missi	ssippi	Visual	Arts S	tandar	ds HS /	Accomp	lished						- Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
CHAPTER 6 PUBLICATIONS DESIGN	170–171										•	•				
Looking Back	172–173									•		•	•			•
Books	174–176		•	•		•						•	•		•	
Newspapers	177–178									•		•	•			•
Design Notes: Guide to the Front Page	179					•						•	•			
Magazines	180		•	•								•	•		•	
Design Notes: Anatomy of a Magazine Article	181					•						•				
Design History: Magazine Design: Vogue	182								•		•	•	•		•	
Newsletters	183											•				
Design Fundamentals: Emphasis and Movement	184												•			
Annual Reports	185												•			
How to Set Up and Use Style Sheets	186–187			•												
Looking Ahead	188															
Design Brief: A Newsletter Design	189–191		•	•	•		•						•			
Chapter Review	195		•	•				•					•			
CHAPTER 7 ADVERTISING DESIGN	196–197				•						•	•	•			•
A Little Advertising History	198–199									•		•	•			•
Posters	200	•	•	•		•						•			•	
Billboards	201				•	•			•		•					•
Design History: Shaking Up Madison Avenue	202												•			
Space Ads	203		•	•					•				•			
Design Fundamentals: Proportion and Scale	204			•									•		•	•
How to Design an Effective Banner Ad	205		٠	•								٠			•	
Direct Mail	207		•						•						•	
Ads for TV and Online Media	208	•	•	•						•		•			•	
Design Notes: A Media Guru on Reaching a Market	209									•	•	•		•		•

Communicating through Graphic	c Design 4E	Missi	ssippi	Visual	Arts S	tandar	ds HS /	Accomp	lished						- Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
Looking Ahead	210				•						•					
Design Brief: Poster for a School Event	211–213		•	•	•		•	•	•						•	
Chapter Review	217		•	•	•			•			•	•				
CHAPTER 8 INFORMATION AND EXPERIENCE DESIGN	218–219										•	•				
A Look Back	220–221									•		•	•			•
Maps	222–223		•	•		•			•	•			•			
Design Notes: Road Culture	224										•					•
Signage	225–226		•	•		•						•	•		•	
Design History: The 1968 Olympics	227									•		•				
Charts, Diagrams, and Infographics	228–229			•								•	•		•	
How to Create Effective Infographics	230–231		•													
Design Fundamentals: Line	232										•	•	•			
Exhibit Design	233–234		•	•					•							
Experience Design	235					•					•		•			
Looking Ahead	236				•											
Design Brief: Mapping a Significant Place	237–239		•	•			•		•						•	
Chapter Review	243			•				•					•			
CHAPTER 9 DESIGN IN MOTION	244–245										•					
A Brief History of Motion	246–247			•												
Motion Fundamentals	248–255			•									•		•	•
Design Fundamentals: Animation Principles	250–251		•	•									•		•	
How to Animate a Human Action	253–254			•											•	
How to Plan Timing and Spacing	256–257	•	•	•											•	
Handmade Animation	258–259		•	•								•			•	
Design History: Lotte Reiniger's Silhouette Animations	260															•
Computer-Based Animation	261–263	•	•	•												
Creating Motion Graphics	264–271		•	•							•	•	•		•	
How to Create a Storyboard	267		•	•												
Design Notes: Game Design	268		•	•											•	

Communicating through Graphic	: Design 4E	Missi	ssippi	Visual	Arts S	tandar	ds HS /	Accomp	lished						- Cor	rrelation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.
Looking Ahead	272		•	•											•	
Design Brief: PSA Metaphor in Motion	273–275		•	•			•		•						•	
Chapter Review	279							•				•	•			
CHAPTER 10 WORKING AS A GRAPHIC DESIGNER	280–281															
What to Expect as a Graphic Designer	282–285			•												
Design History: The Design Profession	284									•			•			•
Getting the Training You Need	286–287															
Presenting Yourself and Your Work	288–290		•	•	•	•		•			•					
Design Fundamentals: Hierarchy in a Portfolio	291	•		•					•							
How to Develop Your Résumé	292		•	•			•									
Finding a Job	293–298		•	•				•								
How to Evaluate Job Offers	299															
Working in Design	300-307															
Keeping Up with the Graphic Design Industry	308									•						•
Working Ethically	309–312		•	•	•										•	
Cybersecurity	313															
Looking Ahead	314															
Design Brief: A Design Team Project	315–317		•	•	•		•	•	•							
Chapter Review	321		•	•				•		•	•	•	•			•

HS Accomplished Performance Standards

- VA: Cr1.1.II Individually or collaboratively formulate new creative problems based on student's existing artwork.
- VA: Cr1.2.II Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design.
- VA: Cr2.1.II Through experimentation, practice, and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.
- VA: Cr2.2.II Demonstrate awareness of ethical implications of making and distributing creative work.
- VA: Cr2.3.II Redesign an object, system, place, or design in response to contemporary issues.
- VA: Cr3.1.II Engage in constructive critique with peers, then reflect on, re-engage, revise, and refine works of art and design in response to personal artistic vision.
- **VA: Pr4.1.II** Analyze, select, and critique personal artwork for a collection or portfolio presentation.
- VA: Pr5.1.II Evaluate, select, and apply methods or processes appropriate to display artwork in a specific place.
- VA: Pr6.1.II Make, explain, and justify connections between artists or artwork and social, cultural, and political history.
- VA: Re7.1.II Recognize and describe personal aesthetic and empathetic responses to the natural world and constructed environments.
- VA: Re7.2.II Evaluate the effectiveness of an image or images to influence ideas, feelings, and behaviors of specific audiences.
- VA: Re8.1.II Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.
- VA: Re9.1.II Determine the relevance of criteria used by others to evaluate a work of art or collection of works.
- VA: Cn10.1.II Utilize inquiry methods of observation, research, and experimentation to explore unfamiliar subjects through art-making.

VA: Cn11.1.II Compare uses of art in a variety of societal, cultural, and historical contexts and make connections to uses of art in contemporary and local contexts.

Communicating through Graphic Design Second Edition

Communicating through Graphic	Design 2E	Missis	ssippi	Visual	Arts S	Standa	r ds HS .	Advance	d						• Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.
CHAPTER 1 WHAT IS GRAPHIC DESIGN?	2–3															
Design Is All Around You	4															
A Brief History	4–14					•				•		•				
Design History: Gutenberg and His Bible	8															•
What Does a Graphic Designer Do?	15–16															
Why Is Graphic Design Important?	17				•											
How to Give and Receive Feedback	18															
Design in a Nutshell	19–20						•									
Design Brief: Mood Board for My Graphic Life	21–23									•	•					
Chapter Review	27															
CHAPTER 2 THE ART OF GRAPHIC DESIGN	28–29															
The Elements of Art	30–39											•				
Design History: Art Deco in America	33									•	•	•				
The Principles of Design	40–54											•	•			
How to Critique a Graphic Design	51													•		
Design Brief: A Simple Story	55–57				•		•					•			•	
Chapter Review	61															•
CHAPTER 3 IMAGE CREATION FOR DESIGN	62–63															
Illustration	64–81					•		•							•	
Design History: The Golden Age of Comics	65														•	•
Photography	82–90															
Design Fundamentals: Color and Value	91															
Managing Images	92–95								•							
How to Use Metadata to Organize Photos	96								•							

Communicating through Graphic	Design 4E	Missi	ssippi	Visual	Arts S	tandar	ds HS /	Advance	ed						- Cor	relation
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
Images and Ethics	97–98				•				•							
Design Brief: Songbook of Myself	99–101					•	•			•					•	
Chapter Review	105									•				•		•
CHAPTER 4 THE DESIGN PROCESS	106–107													•		
The Basic Steps	108–122				•				•			•				•
How to Visualize by Sketching	117													•		
Design History: The Evolution of the Poster	123–124	•				•	•	•						•	•	•
Design Components	125–134					•				•		•	•	•		
How to Design with Type	127											•		•		
How to Use Dummy Type	130															
Design Fundamentals: Space and Balance	131															
The Path to a Final Product	135–136								•							
Design Brief: Identifying My Mix	137–139		•	•	•	•	•			•	•				•	
Chapter Review	143								•					•		•
CHAPTER 5 IDENTITY DESIGN	144–145															
Identity Past and Present	146–147									•		•				
Ways to Show Identity	148		•			•			•							
Symbols and Logos	149		•			•										
Design History: Paul Rand	150															
Design Notes: Web Design	151–152		•	•		•										
Stationery	153		•			•										
How to Simplify an Image	154														•	
Graphics for Three-Dimensional Packaging	155–157		•							•						
Flags and Banners	158															
Uniforms and Insignia	159											•				
Design Fundamentals: Unity and Variety	160															
Money	161		•			•										
Looking Ahead	162					•										
Design Brief: Club Communication	163–165		•	•		•	•								•	
Chapter Review	169													•		

Communicating through Graphic Design 4E																
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
CHAPTER 6 PUBLICATIONS DESIGN	170–171															
Looking Back	172–173							•		•	•	•				•
Books	174–176															
Newspapers	177–178											•	•			•
Design Notes: Guide to the Front Page	179															
Magazines	180	•				•									•	
Design Notes: Anatomy of a Magazine Article	181															
Design History: Magazine Design: Vogue	182							•		•		•			•	
Newsletters	183															
Design Fundamentals: Emphasis and Movement	184															
Annual Reports	185															
How to Set Up and Use Style Sheets	186–187															
Looking Ahead	188															
Design Brief: A Newsletter Design	189–191	•	•	•	•	•	•							•		
Chapter Review	195													•		
CHAPTER 7 ADVERTISING DESIGN	196–197															•
A Little Advertising History	198–199											•				
Posters	200					•										
Billboards	201				•	•										
Design History: Shaking Up Madison Avenue	202															
Space Ads	203		•													
Design Fundamentals: Proportion and Scale	204											•				
How to Design an Effective Banner Ad	205		٠													
Direct Mail	207															
Ads for TV and Online Media	208					•						•			•	
Design Notes: A Media Guru on Reaching a Market	209											•				

Communicating through Graphic Design 4E																
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
Looking Ahead	210				•											
Design Brief: Poster for a School Event	211–213				•		•	•								
Chapter Review	217				•				•					•		•
CHAPTER 8 INFORMATION AND EXPERIENCE DESIGN	218–219															
A Look Back	220–221															•
Maps	222–223	•				•		•							•	
Design Notes: Road Culture	224											•		•		
Signage	225–226											•				
Design History: The 1968 Olympics	227											•		•		•
Charts, Diagrams, and Infographics	228–229															
How to Create Effective Infographics	230–231															
Design Fundamentals: Line	232													•		
Exhibit Design	233–234							•		•						
Experience Design	235													•		
Looking Ahead	236				•											
Design Brief: Mapping a Significant Place	237–239	•				•	•								•	•
Chapter Review	243															
CHAPTER 9 DESIGN IN MOTION	244–245															
A Brief History of Motion	246–247															
Motion Fundamentals	248–255															
Design Fundamentals: Animation Principles	250–251															
How to Animate a Human Action	253–254															
How to Plan Timing and Spacing	256–257															
Handmade Animation	258–259	•				•									•	
Design History: Lotte Reiniger's Silhouette Animations	260															•
Computer-Based Animation	261–263															
Creating Motion Graphics	264–271					•								•	•	
How to Create a Storyboard	267															
Design Notes: Game Design	268															

Communicating through Graphic Design 4E		Mississippi Visual Arts Standards HS Advanced • Correlation														
LESSONS	Pages	Cr1.1	Cr1.2	Cr2.1	Cr2.2	Cr2.3	Cr3.1	Pr4.1	Pr5.1	Pr6.1	Re7.1	Re7.2	Re8.1	Re9.1	Cn10.1	Cn11.1
Looking Ahead	272	•				•										
Design Brief: PSA Metaphor in Motion	273–275	•				•	•								•	
Chapter Review	279													•		
CHAPTER 10 WORKING AS A GRAPHIC DESIGNER	280–281										•					
What to Expect as a Graphic Designer	282–285															
Design History: The Design Profession	284											•				
Getting the Training You Need	286–287															
Presenting Yourself and Your Work	288–290		•	•				•	•							
Design Fundamentals: Hierarchy in a Portfolio	291								•							
How to Develop Your Résumé	292															
Finding a Job	293–298															
How to Evaluate Job Offers	299															
Working in Design	300–307															
Keeping Up with the Graphic Design Industry	308											•				
Working Ethically	309–312		•		•											
Cybersecurity	313															
Looking Ahead	314															
Design Brief: A Design Team Project	315–317	•	•	•	•	•	•	•								
Chapter Review	321													•		•

HS Advanced Performance Standards

- VA: Cr1.1.III Visualize and hypothesize to generate plans for ideas and directions for creating art and design that can affect social change.
- VA: Cr1.2.III Choose from a range of materials and methods of traditional and contemporary artistic practices, following or breaking established conventions, to plan the making of multiple works of art and design based on a theme, idea, or concept.
- VA: Cr2.1.III Experiment, plan, and make multiple works of art and design that explore a personally meaningful theme, idea, or concept.
- VA: Cr2.2.III Demonstrate understanding of the importance of balancing freedom and responsibility in the use of images, materials, tools, and equipment in the creation and circulation of creative work.
- VA: Cr2.3.III Demonstrate in works of art or design how visual and material culture defines, shapes, enhances, inhibits, and/or empowers people's lives.
- VA: Cr3.1.III Reflect on, re-engage, revise, and refine works of art or design considering relevant traditional and contemporary criteria as well as personal artistic vision.
- VA: Pr4.1.III Critique, justify, and present choices in the process of analyzing, selecting, curating, and presenting artwork for a specific exhibit or event.
- VA: Pr5.1.III Investigate, compare, and contrast methods for preserving and protecting art.
- VA: Pr6.1.III Curate a collection of objects, artifacts, or artwork to impact the viewer's understanding of social, cultural, and/or political experiences.

VA: Re7.1.III Analyze how responses to art develop over time based on knowledge of and experience with art and life.

- VA: Re7.2.III Determine the commonalities within a group of artists or visual images attributed to a particular type of art, timeframe, or culture.
- VA: Re8.1.III Analyze differing interpretations of an artwork or collection of works in order to select and defend a plausible critical analysis.
- VA: Re9.1.III Construct evaluations of a work of art or collection of works based on differing sets of criteria.

VA: Cn10.1.III Synthesize knowledge of social, cultural, historical, and personal life with art-making approaches to create meaningful works of art or design.

VA: Cn11.1.III Appraise the impact of an artist or a group of artists on the beliefs, values, and behaviors of a society.