

Graphic Communications: Digital Design and Print Essentials, 7th Ed



By: Z.A Prust and Peggy B. Deal

Copyright: 2024

Subject: Digital Design

Grade Level: 9-12

- **Features and Benefits**
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- **MCCRS Correlation**
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Graphic Communications: Digital Design and Print Essentials uses an easy-to-understand approach to teach the processes, methods, and equipment used in the graphic design and printing industry, with a focus on careers. This text prepares students for the technology they will use with printing, including digital image capture and manipulation, digital prepress operations, computer-to-plate technology, and press control systems. Career and professional business chapters help prepare students for futures in industry, while technical chapters discuss topics related to typography, design, layout. Technological advancements and newer processes, such as updates to digital printing and web design, have been included in this edition.

- Correlated to Print[ED]'s "Introduction to Graphics" Graphic Communication Skills Competencies (GCSC) credential.
- Suggested Activities at the end of each chapter encourage students to apply concepts to real-life situations and develop industry skills related to chapter content, while Academic Links throughout various chapters use questions and activities to relate chapter content to math, science, and history.
- NEW hands-on projects in the lab workbook provide students with more design and layout opportunities.
- Updated pedagogy includes Thinking about Graphic Communications questions at the beginning of each chapter that spark student interest and discussion as well as guide reading and end-of-chapter questions that reflect a more robust Instructional Learning Solution to assess multiple levels of learning.

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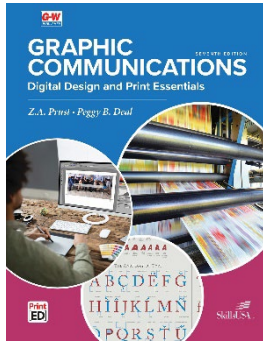
FLEXIBLE FORMATS: Print, Digital, or Bundle

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- ✓ Online Textbooks, Workbooks, Videos, and Interactive Content
 - ✓ *Available in Common Cartridges that integrate with your Learning Management System*
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| <i>Unit</i> | <i>Title (Hours)</i> | <i>State Standards</i> | <i>Correlation (Textbook References)</i> |
|-------------|---|--------------------------|---|
| 1 | Orientation & Careers in Graphic Communications (6 hrs) | Standards: 1.1, 1.2 | Careers in design, industry overview (pp. 5–20) |
| 2 | Safety & Equipment Operation (8 hrs) | Standards: 2.1, 2.2 | Equipment, software safety, OSHA (pp. 25–40) |
| 3 | Design Principles & Elements (12 hrs) | Standards: 3.1, 3.2, 3.3 | Elements & principles of design, color theory (pp. 45–70) |
| 4 | Typography & Layout (14 hrs) | Standards: 4.1, 4.2 | Typography, layout principles (pp. 75–95) |
| 5 | Digital Imaging & Photography (16 hrs) | Standards: 5.1, 5.2, 5.3 | Digital photography, raster graphics, editing (pp. 100–130) |
| 6 | Vector Graphics & Illustration (18 hrs) | Standards: 6.1, 6.2 | Vector graphics, illustration software (pp. 135–160) |
| 7 | Page Design & Publishing (16 hrs) | Standards: 7.1, 7.2 | Page design, publishing workflows (pp. 165–190) |
| 8 | Digital Media, Animation & Web Graphics (14 hrs) | Standards: 8.1, 8.2 | Digital media, web graphics, animation basics (pp. 195–220) |
| 9 | Portfolio Development & Career Readiness (10 hrs) | Standards: 9.1, 9.2 | Portfolio preparation, career opportunities (pp. 225–240) |

TECHNOLOGY SUPPORT

THIN COMMON CARTRIDGE 1.3

G-W is a proud member of IMS Global and supports the use of open standards such as Common Cartridge, LTI, OneRoster, and others. We require compliance with IMS Global standards.

- We provide implementation and support for OneRoster version 1.0. We currently conform to OneRoster IMS Global standards. Versions Supported: 1.0
- We currently conform to LTI IMS Global standards. Versions Supported: 1.3
- Our Common Cartridges can be imported into any IMS Global and LTI-compliant LMS. Our Common Cartridges are known to work with Moodle, Blackboard, Brightspace by D2L, Schoology and Canvas. Versions Supported: 1.1.
- G-W only provides QTI files for customer use in their own QTI-compliant systems, such as Canvas or another Learning Management System..

SCHOOL ROSTERING

G-W Online

Learning Management System Single Sign-On (SSO) (LMS) Integration

| | | |
|---|--|--|
| | G-W provides the LMS | |
| Students use a shared username and password, established for a specific number of concurrent users, to access G-W Online. | administrator a cartridge, key, and shared secret to our content. Students gain access to G-W's content by clicking a link. The school's LMS platform handles rostering. | G-W provides a link to our content for the school's secure platform/portal (not public). The result is a single sign-on experience to G-W's content using LTI as a SSO mechanism. If rostering or provision is necessary, we support OneRoster uploads via SFTP. |

Teachers receive an individual instructor login access to student materials and instructor resources including editable lesson plans, assessments with customizable test banks, and teaching strategies.

ACCESSIBILITY

All G-W online textbooks are designed with accessibility in mind. Navigation elements and menu items include keyboard shortcuts, and both text and non-text features (such as buttons and icons) can be resized as needed. Videos and animations include captioning, and the platform is fully compatible with screen readers, third-party plugins, and browser extensions.

G-W complies with ADA and NIMAC requirements for K–12 textbooks and partners with Bookshare to provide additional accessibility options. As a Benetech Global Certified Accessible publisher, G-W ensures its programs meet recognized standards and guidelines for accessibility.

In addition, every text emphasizes real-world applications and is supported by photos, diagrams, technical drawings, and other features that reinforce and expand upon the written content.

508 COMPLIANT PLATFORM

All G-W programs are tested for compliance with Section 508 and current WCAG levels.

PRIVACY-DATA SECURITY SPECIFICATIONS

First and foremost, G-W works to minimize risks associated with EA data security and privacy as much as possible by limiting the data that is required and shared by EA as described above. In addition to greatly minimizing that risk, G-W also takes the following measures required in EA's policies:

- Maintain administrative, technical and physical safeguards to services
- Maintain data security and privacy policies internally, as well as with our Subcontractors, including appropriate training.
- Have processes to comply with data breach detection, investigation, and appropriate notification
- Have processes to comply with data destruction upon termination of services
- Encrypt data in transit and at rest
- We have drafted our own internal processes in alignment with the NIST cybersecurity framework, and we attest to best practices compliance for our cybersecurity insurance renewals.

BROWSER AND OS SUPPORT

- Access: An Internet connection is required.
- Supported Browsers: Current browsers work best (Google Chrome™ browser recommended; free download). Cookies and JavaScript must be enabled for full site functionality.
- Optimal Screen Width: 1024px
- Mobile:
 - Apple: iOS® 11 or later.
 - Android: 9 or later. Google Chrome™ browser recommended (free download via the Google Play store).
- Additional Requirements: Files are provided in various formats, including but not limited to PDF, DOCX, PPSX, and PPTX. These types of files will require compatible programs.

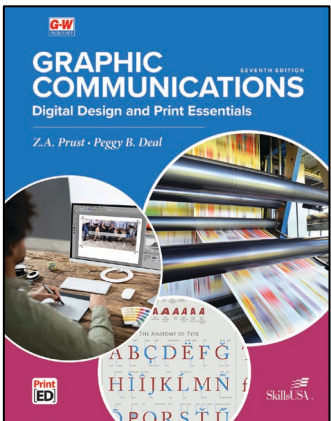
Graphic Communications

OFFICIAL DIGITAL REVIEW SAMPLES FOR MISSISSIPPI STATE ADOPTION

Watch the Introductory videos and training

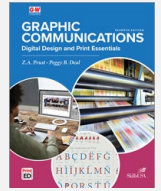
- ✓ How do I access the Online Instructor Resources?
- ✓ Take a tour of [Graphic Communications](#)

Login with credentials below and access the Online Instructor Resources at www.g-wonlinetextbooks.com.

| Graphic Communications | USERNAME | PASSWORD |
|--|---|-------------------------------------|
|  | <ul style="list-style-type: none"> • Student Edition • Teacher Edition • Student Resources, including Reading Guides, Case Studies, Workbook, Vocabulary Activities, E-Flash Cards, and audio and video resources. • Instructor Resources, including Instructor Guides, Course Planning, Correlations, Skills Rubrics and Templates, Assessments, Alternative Activities, and Parent Resources. | <p>gc2026ms</p> <p>msreview2026</p> |

| Minimum System Requirements | |
|---|---|
| Access: | An internet connection is required. Broadband cable, high-speed DSL, fiber optic, or other equivalent recommended. |
| Supported Browsers: | Safari®, Firefox®, Internet Explorer®, Chrome®, or Edge®. Please use the most up to date version available. Cookies, JavaScript, and popups must be enabled for full site functionality. Mobile browsers: Apple: iPad®, iOS® 4.3. Android: Desktop experience functions best in Firefox for Android |
| HTML5 Browser: | For activities, simulations, videos, and animations. |
| Screen Resolution: | Screen resolution of 1024 x 768 or higher is recommended for best experience. |
| Adobe Reader: | Adobe Reader® is needed to view PDF downloads |
| Technical support and system requirements are available at www.g-w.com/onlinetextbooks/faq | |

Goodheart-Willcox Publisher
Correlation Graphic Communications: Digital Design and Print Essentials, 7th Edition
to Mississippi Department of Education
Course: Digital Design
(Grades 9-12)



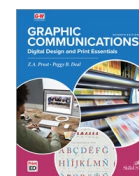
| Standards | Correlating Text Pages |
|--|---|
| Unit 1: Introduction, Safety, and Orientation | |
| Competencies and Suggested Objectives | |
| 1. Identify course expectations, school policies, program policies, safety procedures, and jobs related to Digital Design. ^{DOK1} | |
| <p>a. Identify course expectations, school policies, and program policies related to Digital Design.</p> | <p>The Goodheart Wilcox Graphic Communications: Digital Design and Print Essentials 7e, textbook does not specifically address this standard, however, please see the attached reference link.</p> <p>CTE – Mississippi Dept of Ed. Career and Technical Education – Mississippi Department of Education</p> <p>Academic Requirements – Mississippi Dept of Ed. Diploma with Endorsements Options – Secondary Education</p> <p>Discipline- Mississippi Dept of Ed. Educator Misconduct – Mississippi Department of Education</p> |
| <p>b. Apply safety procedures in the classroom, lab, and for all equipment.</p> | <p>Instruction:</p> <p>66 Chapter 44 Safety and Health 66 Learning Objectives 66 Key Terms 68 Figure 4-1 Graphic communications facility 68 Safety and Health Program 68 Occupational Safety and Health Adm.(OSHA) 68 CDC (Centers for Disease Control and Prevention) 68 NIOSH (National Institute for Occupational Safety and Health) 68 Hazard 68 Personal safety hazard risks 70 Figure 4-2 Safety Inspection checklist 70 Mechanical Hazards 70 Machine Guarding 71 Figure 4-3 Mechanisms 72 Figure 4-4 Rotating Objects 72 Machine Guards 72 Figure 4-5 Guards 72 Nip Point</p> |

| Standards | Correlating Text Pages |
|-----------|---|
| | <p>72 Figure 4-6 Nip Point 72 Barrier Guards 73 Career Link: Safety Specialist 73 Lockout Devices 73 Figure 4-7 Dress Properly for work 74 Figure 4-8 Control Buttons 74 Figure 4-9 Paper jams 74 Tagout Device 75 Figure 4-10 Lockout and tagout devices 75 Personal Protection 75 Figure 4-11 Personal Protective Equipment (PPE) 76 Tools, Materials, and Equipment Handling 76 Figure 4-12 Nonskid mats 76 Press Operating 76 Tips for Safe Lifting 77 Figure 4-13 Correct Lifting 77 Compressed Air 77 Chemical Hazards 77 Chemical Handling and Disposal 77 Toxic substance 77 PPE 78 Figure 4-14 Chemical Containers 78 Figure 4-15 Hazard Identification chart 78 Types of Chemicals and Chemical Agents 78 Volatile Organic Solvents 78 Volatile Organic Compounds (VOCs) 78 Vapors – keep Ventilated 78 Figure 4-16 Respirator 79 Precautions again harmful chemicals and solvents 78 Chemicals 79 Ink Mists 80 Figure 4-17 Safety storage cabinet 80 Gases, Fumes, and Dust 80 Hazard Communication Standard 80 Safety Data Sheets (SDS) 81 Figure 4-18 Static electricity 81 SDS format 81 Fire Prevention 82 Spontaneous Combustion 82 Figure 4-19 Approved Waste Container 82 Safety Precautions 82 Figure 4-20 Flame arrestor 82 Figure 4-21 Flowing liquids 83 Figure 4-22 Fire Classifications / Fire Extinguisher chart 83 Noise 83 Decibels 83 Figure 4-23 Permissible Noise Exposure 85 Figure 4-24 Ear Protection 85 Academic Link – Measuring Sound</p> |

| Standards | Correlating Text Pages |
|--|---|
| | <p>85 Light Hazards 85 Figure 4-25 Wear eye protection 86 Ergonomic Hazards 86 Ergonomics 86 Figure 4-26 Workstations – Correct sitting posture 86 Workstation Checklist 87 Environmental Compliance 87 CAAA Background 87 Clean Water Act (CWA) 88 Reducing and Eliminating Waste 88 Figure 4-27 Wastes generated by printing processes 88 Production of Image Carrier 88 Printing 89 Figure 4-28 Digital Printing 90 Figure 4-29 Vegetable oils inks 90 Finishing 90 Process Evaluation 90 Maintaining Tools, Equipment, and Machines Application: 92 Chapter 4 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| <p>c. Explore career opportunities related to the multimedia industry.</p> | <p>Instruction: 26 Chapter 2 Graphic Communications Careers 26 Learning Objectives 26 Key Terms 28 Careers in the Communications Industry 28 Skilled Technical Positions 28 Prepress Imaging Specialist 28 Preflighting 28 Imposition 28 Pressroom Personnel 28 Figure 2-1, 2-2, 2-3 Press Operator 30 Figure 2-4 Technician Gravure Cylinder engraving 30 Bindery and Finishing Personnel 30 Figure 2-5 Bindery and Finishing Personnel 30 Creative Positions 31 Writer, Graphic Designer 31 Editor, Photographer 31 Social Media Specialist 31 User Interface (UI)/User Experience (UX) Designer 31 Management Positions, Management Team 33 Chief Executive Officer (CEO) 33 Controller 33 Figure 2-7 Controller 33 Cost Estimator 33 Plant Manager, Production Manager 33 Production Scheduler 34 Think Green: Environmental consultant 34 Quality control Supervisor 34 Figure 2-8 Quality control Supervisor</p> |

| Standards | Correlating Text Pages |
|-----------|--|
| | <p>34 Sales Manager, Support personnel 34 Customer Service Representative 34 Sales Representative 35 Figure 2-9 Sales Representatives 35 Marketing coordinator 35 Preflight Technician, Premedia Technician 35 Web-to-Print E-Commerce Manager 35 Cross-Media/Multimedia Developer 35 Engineers and Scientists 36 Figure 2-10 Engineers 36 Figure 2-11 Waste Management Professionals 36 Educators 36 Service Operation Positions 36 Outsourcing 36 Agencies 36 Bindery and Finishing Services 36 Vendors 37 Figure 2-12 Vendors 37 Quick Printing and Copy Services 37 Figure 2-13 Service companies 37 Screen Printing Services 37 Specialty Printing 38 Figure 2-14 Screen Printing 38 Entrepreneurs 38 Preparing for a Career in the Graphic Communication Industry 38 Lifelong learning or Continuing education 39 Finding a Job 39 Portfolio 39 Work Habits 39 Work Ethic 39 Characteristics of a good leader 40 Figure 2-16 Resume 40 Entrepreneurship 40 Entrepreneur 41 Figure 2-17 Teamwork 41 Figure 2-18 Entrepreneur 41 Advantages and Disadvantages of Entrepreneurship 42 Starting the Business 42 Technological Growth 42 Turnaround 42 Electronic Information Transfer 42 Robotics 42 Figure 2-19 Robots 73 Career Link: Safety Specialist</p> <p>Application: 43 Chapter 2 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |

| Standards | Correlating Text Pages |
|---|---|
| 2. Explore 21 st century skills in relation to the classroom environment. DOK1 | |
| a. Identify potential influences that shape personality development, including personality traits, heredity, and environment. | <p>The Goodheart Wilcox Video: Digital Communication & Production, textbook does not specifically address this standard, however, please see the attached reference link.</p> <p>Additional Information: ICEV What Are 21st Century Skills?</p> |
| b. Develop a report on how personality traits affect teamwork and leadership skills. | <p>Instruction: 39 Work Habits 39 Work Ethic 39 Characteristics of a good leader 39 Teamwork 41 Figure 2-17 Teamwork</p> <p>Application: 43 Chapter 2 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| c. Develop effective leadership, decision-making, and communication skills. | <p>Instruction: 39 Work Habits 39 Work Ethic 39 Characteristics of a good leader 39 Teamwork 41 Figure 2-17 Teamwork</p> <p>Application: 43 Chapter 2 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| d. Create a working résumé with a portfolio and continue to update throughout the course. | <p>Instruction: 51 Resume 51 Figure 3-2 Creative resume 52 What a Resume Should Include 52 Figure 3-3 Resume Achievements and Skills 52 Important Tips 53 Portfolio 53 Printed Book 53 Competitive Advantage 53 Lay-flat 53 Flush mount 53 Figure 3-4 Lay-flat binding 53 Figure 3-5 Lay-flat portfolio 54 Think Green: Carbon Footprint 54 Online Portfolio 54 Figure 3-6 Online Portfolio 54 PDF – Interactive PDF</p> |



| Standards | Correlating Text Pages |
|---|--|
| | Application: 62 Chapter 3 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities |
| e. Describe the purpose of student organizations as it relates to personality, leadership, and teamwork | The Goodheart Wilcox Graphic Communications: Digital Design and Print Essentials, 7th ed, textbook does not specifically address this standard, however, please see the attached reference link. Technology Student Association- Mississippi Department of Education Technology Student Association – Career and Technical Education Skills USA – CTSO Graphic Communications: Digital Design and Print Essentials 7e, Online Textbook - 475 |
| 3. Identify legal requirements for participation in the occupation. <small>DOK1</small> | |
| a. Describe ways to avoid legal liability problems in the occupation. | Instruction: 426 Copyright Laws 426 Copyright 426 Intellectual Property 426 Figure 18-8 Copyright notice 427 Infringement 427 Fair Use 427 Counterfeit Application: 427 Chapter 18 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities |
| b. Discuss digital citizenship. | Instruction: 57 Academic Link – Digital citizenship 57 Digital Footprint 57 Practice Internet Safety 57 Proper Etiquette in emails, on social media and any other contact with people Application: 61 Chapter 3 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities |
| Unit 2: Advanced Photo Editing | |
| Competencies and Suggested Objectives | |
| 1. Understand the essentials of photo editing and graphic design. <small>DOK 1</small> | |
| a. Recognize safety procedures and proper handling of photo editing equipment. | Instruction: 66 Chapter 44 Safety and Health 66 Learning Objectives 66 Key Terms |

| Standards | Correlating Text Pages |
|-----------|---|
| | <p>68 Figure 4-1 Graphic communications facility</p> <p>68 Safety and Health Program</p> <p>68 Occupational Safety and Health Adm.(OSHA)</p> <p>68 CDC (Centers for Disease Control and Prevention)</p> <p>68 NIOSH (National Institute for Occupational Safety and Health)</p> <p>68 Hazard</p> <p>68 Personal safety hazard risks</p> <p>70 Figure 4-2 Safety Inspection checklist</p> <p>70 Mechanical Hazards</p> <p>70 Machine Guarding</p> <p>71 Figure 4-3 Mechanisms</p> <p>72 Figure 4-4 Rotating Objects</p> <p>72 Machine Guards</p> <p>72 Figure 4-5 Guards</p> <p>72 Nip Point</p> <p>72 Figure 4-6 Nip Point</p> <p>72 Barrier Guards</p> <p>73 Career Link: Safety Specialist</p> <p>73 Lockout Devices</p> <p>73 Figure 4-7 Dress Properly for work</p> <p>74 Figure 4-8 Control Buttons</p> <p>74 Figure 4-9 Paper jams</p> <p>74 Tagout Device</p> <p>75 Figure 4-10 Lockout and tagout devices</p> <p>75 Personal Protection</p> <p>75 Figure 4-11 Personal Protective Equipment (PPE)</p> <p>76 Tools, Materials, and Equipment Handling</p> <p>76 Figure 4-12 Nonskid mats</p> <p>76 Press Operating</p> <p>76 Tips for Safe Lifting</p> <p>77 Figure 4-13 Correct Lifting</p> <p>77 Compressed Air</p> <p>77 Chemical Hazards</p> <p>77 Chemical Handling and Disposal</p> <p>77 Toxic substance</p> <p>77 PPE</p> <p>78 Figure 4-14 Chemical Containers</p> <p>78 Figure 4-15 Hazard Identification chart</p> <p>78 Types of Chemicals and Chemical Agents</p> <p>78 Volatile Organic Solvents</p> <p>78 Volatile Organic Compounds (VOCs)</p> <p>78 Vapors – keep Ventilated</p> <p>78 Figure 4-16 Respirator</p> <p>79 Precautions again harmful chemicals and solvents</p> <p>78 Chemicals</p> <p>79 Ink Mists</p> <p>80 Figure 4-17 Safety storage cabinet</p> |

| Standards | Correlating Text Pages |
|---|--|
| | <p>80 Gases, Fumes, and Dust 80 Hazard Communication Standard 80 Safety Data Sheets (SDS) 81 Figure 4-18 Static electricity 81 SDS format 81 Fire Prevention 82 Spontaneous Combustion 82 Figure 4-19 Approved Waste Container 82 Safety Precautions 82 Figure 4-20 Flame arrestor 82 Figure 4-21 Flowing liquids 83 Figure 4-22 Fire Classifications / Fire Extinguisher chart 83 Noise 83 Decibels 83 Figure 4-23 Permissible Noise Exposure 85 Figure 4-24 Ear Protection 85 Academic Link – Measuring Sound 85 Light Hazards 85 Figure 4-25 Wear eye protection 86 Ergonomic Hazards 86 Ergonomics 86 Figure 4-26 Workstations – Correct sitting posture 86 Workstation Checklist 87 Environmental Compliance 87 CAAA Background 87 Clean Water Act (CWA) 88 Reducing and Eliminating Waste 88 Figure 4-27 Wastes generated by printing processes 88 Production of Image Carrier 88 Printing 89 Figure 4-28 Digital Printing 90 Figure 4-29 Vegetable oils inks 90 Finishing 90 Process Evaluation 90 Maintaining Tools, Equipment, and Machines</p> <p>Application: 92 Chapter 4 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| <p>b. Review the fundamental components of a digital camera and familiarize with key photo editing terminology.</p> | <p>Instruction: 229 Chapter 10 Image Capture 230 Analog and Digital Images 230 Figure 10-1 Analog and Digital Images 230 Bit Depth 230 Light Sensors</p> |

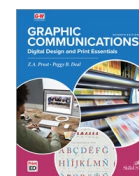
| Standards | Correlating Text Pages |
|---|---|
| | <p>230 CCD Sensors</p> <p>230 Charge-coupled devices (CCDs)</p> <p>230 Analog charge</p> <p>230 Well sites or photosites</p> <p>231 Figure 10-2 Chart 8-bit color, 16-bit color</p> <p>231 A/D Converter</p> <p>231 Quantizing</p> <p>231 Digital Cameras and Camera Backs</p> <p>231 Point and Shoot Cameras</p> <p>232 Figure 10-3 Smartphone</p> <p>232 DSLR – Digital single-lens reflex camera</p> <p>232 Figure 10-4 DSLR camera</p> <p>232 Mirrorless Interchangeable lens Cameras (MILC)</p> <p>232 Digital Camera considerations</p> <p>233 File Formats</p> <p>233 JPEG , RAW</p> <p>233 Digital Camera Components and Features</p> <p>233 Lens- Zoom Lens, Prime Lens, Macro Lens, Wide-angle Lens, Telephoto Lens</p> <p>234 Viewfinder and LCD Screen</p> <p>234 Batteries</p> <p>234 Flash</p> <p>234 Image Stabilization</p> <p>234 Exposure Modes – Image Capture Time</p> <p>235 Lighting Consideration</p> <p>235 White Balance</p> <p>235 Figure 10-5 Standard Color Temperature Guide</p> <p>236 Career Link: Digital Photographer</p> <p>237 Gray Cards</p> <p>237 Figure 10-6 gray card</p> <p>242 Image Manipulation</p> <p>242 Layer</p> <p>242 Figure 10-16 Image manipulation</p> <p>242 Filter</p> <p>242 Paint effects</p> <p>242 Retouching tools</p> <p>242 Mask</p> <p>243 Figure 10-17 Layers</p> <p>244 Figure 10-18, 10-19 Filters</p> <p>244 Figure 10-20 Dodge and burn tools</p> <p>Application:</p> <p>245 Chapter 10 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| 2. Utilize photo-editing software to create and modify images. | DOK 2 |
| a. Identify and understand the functions of various photo-editing software terms. | <p>Instruction:</p> <p>184 Chapter 9 Digital Prepress and Production</p> <p>184 Learning Objectives</p> <p>185 Key Terms</p> |

| Standards | Correlating Text Pages |
|---|---|
| | <p>186 Digital Basics 184 Digital Prepress system 186 Figure 9-1 Computer software 186 Binary 186 Bits, Byte 186 Computer Platforms 186 Platform 186 Hardware 186 Operating system 187 Figure 9-2 Computer system configuration 187 Software 187 Figure 9-3 Desktop Publishing 187 Cross-Platform 187 Macintosh 187 Graphical User Interface (GUI) 188 Personal Computers (PCs) 188 Memory 188 Temporary Memory 188 Random-Access Memory (RAM) 188 Figure 9-4 RAM 188 Permanent Memory 188 Gigabytes, Terabytes 189 Figure 9-5, 9-6 External, External storage 189 Flash Memory cards, Flash drives 189 Solid-state drives (SSDs) 189 Cloud-based storage, Data Centers 189 Input Devices</p> <p>Application: 224 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| <p>b. Learn the process of opening, editing, and saving images in photo editing software.</p> | <p>Instruction: 194 Preparing Content 194 Warning: Original text and image files 194 Text 194 Industry Standard Software 198 Vector – Vector Graphics 198 Figure 9-23 Object-oriented graphics 198 Bezier Curve 198 Anchor Points 198 Figure 9-24 Anchor points 198 Advantages of Vector images 198 Raster, pixel 198 Bitmaps 199 Aliasing, Antialiasing 199 Figure 9-25 Antialiasing 199 Page Layout</p> |

| Standards | Correlating Text Pages |
|---|---|
| | Application: 224 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities |
| c. Master advanced photo-editing tools: <ul style="list-style-type: none"> • Blend modes • Brushes • Filters • Layers • Selection tools • Styles and effects • Transform tools | Instruction: 202 Tools 202 Tool Palette 202 Figure 9-33 Tool Palette 202 Selection Tools 202 Drawing and Type Tools 203 Transformation tools 203 Modification and Navigation Tools 203 Figure 9-34 Boxes tool palette 204 Styles sheets 204 Paragraph Styles and Character Styles 204 Nested Styles 204 GREP 205 Figure 9-36 Paragraph Styles 205 Figure 9-37 Character Styles 242 Image Manipulation 242 Layer 242 Figure 10-16 Image manipulation 242 Filter 242 Paint effects 242 Retouching tools 242 Mask 243 Figure 10-17 Layers 244 Figure 10-18, 10-19 Filters 244 Figure 10-20 Dodge and burn tools Application: 224 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities 245 Chapter 10 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities |
| d. Differentiate between web and print resolutions and understand how to adjust image sizing accordingly. | Instruction: 218 Preflighting 218 Printing Industries of America (PIA) 218 Common problem with files 219 Figure 9-54 Ink limits 219 Figure 9-55 Acrobat Reader preflight 220 Figure 9-56 Preflight checklist 221 Sending Files to the Printer 221 Package |

| Standards | Correlating Text Pages |
|--|---|
| | <p>221 Figure 9-57 Restrictions 221 Links, Fonts, Summary 221 Think Green: Soft Proofs 221 Production Proofs 221 Career Link: Preflight Technician 222 Soft Proofs 222 Digital Proofs 222 Laser Proofs 222 In-Jet Proofs, Contract proof 223 Digital Prepress Workflow 223 PDF Workflow 223 Job Definition Format (JDF) 223 Drupa Expo</p> <p>Application: 223 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| Unit 3: Layout Design | |
| Competencies and Suggested Objectives | |
| 1. Understand the principles of layout design and color modes. DOK 1 | |
| <p>a. Types of Layouts:</p> <ul style="list-style-type: none"> • Brochures • Magazines • Flyers • Slides • Advertisements • Infographics • Screen print | <p>Instruction: 144 Chapter 7 Design and Layout 146 The Graphic Designer 146 Elements of Design 146 Line 146 Figure 7-2 Lines 147 Figure 7-3 Lines deliver a visual message 147 Figure 7-4 Architecture 147 Figure 7-5 Curved Lines 147 Shape 147 Square, Circle, and Triangle 148 Figure 7-6 Shapes 148 Texture 148 Figure 7-7 Embossing 148 Figure 7-8 Text as Texture 149 Space 149 Size 150 Color 150 Figure 7-10 Adding Color randomly 151 Figure 7-11 Colors on Black background 151 Figure 7-12 Different color combinations 151 Figure 7-13 Different proportion of color 151 Figure 7-14 Dark colors recede, light forward 151 Figure 7-15 Warms color forward, cool back 152 Figure 7-16 Equal proportions of color 152 Culture or Color 152 Blue, Red, Green, Yellow, Orange, Purple, Pink, Black</p> |

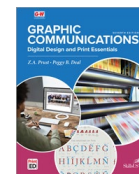
| Standards | Correlating Text Pages |
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| | <p>152 Figure 7-17 Preferred color choice</p> <p>154 Color Wheel</p> <p>155 Color Harmony</p> <p>155 Complementary</p> <p>155 Figure 7-24 Complementary Colors</p> <p>155 Analogous</p> <p>155 Secondary colors</p> <p>155 Tertiary colors</p> <p>157 Principles of Design</p> <p>157 Balance</p> <p>157 Figure 7-29 Letters Symmetrically, Asymmetrical</p> <p>157 Contrast</p> <p>158 Figure 7-31 Too little Contrast, 7-32 Too much contrast</p> <p>159 Rhythm</p> <p>160 Figure 7-36 Unity in Design</p> <p>160 Gestalt Principles</p> <p>160 Layout</p> <p>160 Elements of Layout: Text, Graphics and page itself</p> <p>162 The Process of Graphic Design</p> <p>162 Project Brief</p> <p>162 Figure 7-41 Project brief</p> <p>162 Who- audience</p> <p>162 What</p> <p>162 When</p> <p>162 Where</p> <p>162 Why</p> <p>163 Assets</p> <p>163 Text – body type</p> <p>163 Figure 7-42 Body Text</p> <p>163 Display Type</p> <p>163 Headline Dominant</p> <p>164 Figure 7-44 AD</p> <p>164 Graphics</p> <p>164 Picture Dominant</p> <p>164 Figure 7-45 Image-dominate</p> <p>164 White Space</p> <p>164 Career Link: Graphic Designer</p> <p>165 Passive vs Active</p> <p>165 Passive Layout</p> <p>165 Active Layouts</p> <p>165 Developing a Layout</p> <p>165 Thumbnails</p> <p>165 Figure 7-46 White space is not empty</p> <p>166 Figure 7-47 Active and Passive layouts</p> <p>166 Rough</p> <p>166 Comprehensive</p> <p>166 Job Specifications – Specs</p> |



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| | <p>167 Figure 7-48 Thumbnails 167 Printing Specification 167 File Setup 168 Grid 168 Figure 7-50 Guides- margins, columns 168 Spatial zones 168 Margins 168 Spread, Gutters 169 Figure 7-51 Grid</p> <p>Application: 169 Chapter 7 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| 2. Apply the use of grids, columns, margins, and bleeds in layout design. DOK 2 | |
| <p>a. Demonstrate the use of grids and columns to organize content within a layout.</p> | <p>Instruction: Chapter 7 168 Grid 168 Figure 7-50 Guides- margins, columns 168 Spatial zones 168 Margins 168 Spread, Gutters 169 Figure 7-51 Grid</p> <p>Application: 169 Chapter 7 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| <p>b. Explain and apply the concepts of margins and bleeds to ensure proper spacing and edge-to-edge printing in design projects.</p> | <p>Instruction: Chapter 7 168 Grid 168 Figure 7-50 Guides- margins, columns 168 Spatial zones 168 Margins 168 Spread, Gutters 169 Figure 7-51 Grid 169 Figure 7-52 Margins</p> <p>Application: 169 Chapter 7 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| 3. Recognize and use elements of design in layout creation. DOK 1 | |
| <p>a. Design Elements:</p> <ul style="list-style-type: none"> • Color • Form | <p>Instruction: 144 Chapter 7 Design and Layout 146 The Graphic Designer 146 Elements of Design</p> |

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| <ul style="list-style-type: none"> • Line • Shape • Space • Texture • Value | <p>146 Line 146 Figure 7-2 Lines 147 Figure 7-3 Lines deliver a visual message 147 Figure 7-4 Architecture 147 Figure 7-5 Curved Lines 147 Shape 147 Square, Circle, and Triangle 148 Figure 7-6 Shapes 148 Texture 148 Figure 7-7 Embossing 148 Figure 7-8 Text as Texture 149 Space 149 Size 150 Color 150 Figure 7-10 Adding Color randomly 151 Figure 7-11 Colors on Black background 151 Figure 7-12 Different color combinations 151 Figure 7-13 Different proportion of color 151 Figure 7-14 Dark colors recede, light forward 151 Figure 7-15 Warms color forward, cool back 152 Figure 7-16 Equal proportions of color 152 Culture or Color 152 Blue, Red, Green, Yellow, Orange, Purple, Pink, Black 152 Figure 7-17 Preferred color choice 154 Color Wheel 155 Color Harmony 155 Complementary 155 Figure 7-24 Complementary Colors 155 Analogous 155 Secondary colors 155 Tertiary colors</p> <p>Application: 169 Chapter 7 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| 4. Produce a cohesive design product that integrates layout principles and design elements. ^{DOK2} | |
| <p>a. Create and present a design project that effectively uses layout techniques and incorporates grid systems and design elements.</p> | <p>Instruction: 144-169 Chapter 7 Design and Layout 146 The Graphic Designer 146 Elements of Design 146 Line 146 Figure 7-2 Lines 147 Figure 7-3 Lines deliver a visual message 147 Figure 7-4 Architecture 147 Figure 7-5 Curved Lines 147 Shape 147 Square, Circle, and Triangle</p> |

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| | <p>148 Figure 7-6 Shapes</p> <p>148 Texture</p> <p>148 Figure 7-7 Embossing</p> <p>148 Figure 7-8 Text as Texture</p> <p>149 Space</p> <p>149 Size</p> <p>150 Color</p> <p>150 Figure 7-10 Adding Color randomly</p> <p>151 Figure 7-11 Colors on Black background</p> <p>151 Figure 7-12 Different color combinations</p> <p>151 Figure 7-13 Different proportion of color</p> <p>151 Figure 7-14 Dark colors recede, light forward</p> <p>151 Figure 7-15 Warms color forward, cool back</p> <p>152 Figure 7-16 Equal proportions of color</p> <p>152 Culture or Color</p> <p>152 Blue, Red, Green, Yellow, Orange, Purple, Pink, Black</p> <p>152 Figure 7-17 Preferred color choice</p> <p>154 Color Wheel</p> <p>155 Color Harmony</p> <p>157 Principles of Design</p> <p>157 Balance</p> <p>157 Figure 7-29 Letters Symmetrically, Asymmetrical</p> <p>157 Contrast</p> <p>158 Figure 7-31 Too little Contrast, 7-32 Too much contrast</p> <p>159 Rhythm</p> <p>160 Figure 7-36 Unity in Design</p> <p>160 Gestalt Principles</p> <p>160 Layout</p> <p>160 Elements of Layout: Text, Graphics and page itself</p> <p>162 The Process of Graphic Design</p> <p>162 Project Brief</p> <p>162 Figure 7-41 Project brief</p> <p>162 Who- audience</p> <p>162 What</p> <p>162 When</p> <p>162 Where</p> <p>162 Why</p> <p>163 Assets</p> <p>163 Text – body type</p> <p>163 Figure 7-42 Body Text</p> <p>163 Display Type</p> <p>168 Grid</p> <p>168 Figure 7-50 Guides- margins, columns</p> <p>168 Spatial zones</p> <p>168 Margins</p> <p>168 Spread, Gutters</p> |



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| | <p>169 Figure 7-51 Grid</p> <p>G-W Graphic Communications: Digital Design and Print Essentials 7e, Workbook Assignments:</p> <p>DOCX Chapter 7 Review DOCX Activity 7-1: Direct Mail DOCX Activity 7-2: Dominance – creating two layouts</p> <p>Application: 169 Chapter 7 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| Unit 4: Typography | |
| Competencies and Suggested Objectives | |
| 1. Examine typography as a critical element of layout design. DOK 1 | |
| <p>a. Discuss typography concepts and their importance in design planning.</p> | <p>Instruction:</p> <p>116 Chapter 6 Typography 116 Learning Objectives 116 Key Terms 118 Typefaces 118 Characters 118 Typography 118 Typographer 118 Typeface Terminology 118 Figure 6-1 Anatomy of typeface 119 Ascender, Ascent line, Baseline, Bowl, Cap Line, counter, Descender, Descent line, Eye, Ligature, Lowercase, Point Size 119 Type Style – Serif, Set Width, Stem, Stress, Stroke, Terminal, Tittle, Uppercase, x-height 119 Type Style Development 119 Type metal, Foundry Type 119 Type metal, Foundry Type 120 Figure 6-2 Foundry Type 120 Black Letter – Manuscript 120 Figure 6-3 Black letter 120 Development of the roman Type Style 120 Figure 6-4 Moder Roman letters 120 Oldstyle 121 Modern typefaces and Typographers 121 Influential Typographers 121 Contemporary Typefaces 121 Copyright -Font</p> |

| Standards | Correlating Text Pages |
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| | Application: 139 Chapter 6 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities |
| b. Explore how tone, audience, and purpose influence design choices and readability. | Instruction: 125 Typeface Series 126 Figure 6-13 Typeface series – range of sizes 131 Legibility and Readability Factors 132 Figure 6-24 Widows and orphans 132 Legibility 132 Readability 132 Figure 6-25 Legibility – Readability 132 Reverse type 133 Figure 6-26 Reverse Type 133 Letterforms 133 Definition 133 Type Size 133 Figure 6-27 Smaller type sizes 133 Line Length 134 Eye span 134 Case 134 Sentence case, title case 134 Figure 6-28 Case 134 Typography Details 134 Dashes, Hyphens, en dash, em dash 134 Spacing 134 Monospaced, Not Monospaced 134 Figure 6-30 Monospaced type 135 Punctuation -typographer's quotes 136 Figure 6-31 Quote marks and Apostrophes 136 Choosing the Right Typeface 136 Voice 136 Figure 6-32 Right typeface for word's voice 136 Weight 136 Structure 136 Contrast 137 Form 137 Relationship 137 Figure 6-33 Relationship of typefaces 137 Concordant 137 Contrasting 137 Conflicting Application: 139 Chapter 6 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities |

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| <p>c. Identify how principles of design relate to the use and selection of typography.</p> | <p>Instruction: 144 Chapter 7 Design and Layout 146 Elements of Design- Line, Shape, Texture, Space, Size and Color 157 Principles of Design 157 Balance 157 Figure 7-29 Letters Symmetrically, Asymmetrical 157 Contrast 158 Figure 7-31 Too little Contrast, 7-32 Too much contrast 159 Rhythm 160 Figure 7-36 Unity in Design 160 Gestalt Principles 160 Layout 160 Elements of Layout: Text, Graphics and page itself</p> <p>Application: 169 Chapter 7 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| 2. Identify various typefaces and understand their appropriate applications. <small>DOK 2</small> | |
| <p>a. Types of Typefaces:</p> <ul style="list-style-type: none"> • Display • Monospaced • Sans serif • Script • Serif | <p>Instruction: 116 Chapter 6 Typography 116 Learning Objectives 116 Key Terms 118 Typefaces 118 Characters 118 Typography 118 Typographer 118 Typeface Terminology 118 Figure 6-1 Anatomy of typeface 119 Ascender, Ascent line, Baseline, Bowl, Cap Line, counter, Descender, Descent line, Eye, Ligature, Lowercase, Point Size 119 Type Style – Serif, Set Width, Stem, Stress, Stroke, Terminal, Tittle, Uppercase, x-height 119 Type Style Development 119 Type metal, Foundry Type 120 Figure 6-2 Foundry Type 120 Black Letter – Manuscript 120 Figure 6-3 Black letter 120 Development of the roman Type Style 120 Figure 6-4 Modern Roman letters 120 Oldstyle</p> |

| Standards | Correlating Text Pages |
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| | <p>121 Modern typefaces and Typographers</p> <p>121 Influential Typographers</p> <p>121 Contemporary Typefaces</p> <p>121 Copyright -Font</p> <p>122 Typeface Classifications</p> <p>122 Serif-Serif typefaces – Roman typefaces</p> <p>122 heavy elements, light elements</p> <p>122 Figure 6-5 Serif typefaces</p> <p>122 Oldstyle – Oldstyle typefaces – humanist typefaces</p> <p>122 brackets</p> <p>122 Transitional – Transitional typefaces – remodeling of Oldstyle</p> <p>122 Modern – Modern Typefaces</p> <p>122 Figure 6-6 Bodoni – Modern typeface</p> <p>123 Slab Serif – Egyption typefaces</p> <p>123 Figure 6-7 Slab serif typefaces</p> <p>123 Sans Serif – without serifs</p> <p>123 Figure 6-8 Sans Serif typefaces</p> <p>123 Grotesque</p> <p>123 Neo-Grotesque</p> <p>124 Humanist Sans Serif</p> <p>124 Geometric Sans Serif</p> <p>124 Display – display typeface – Novelty</p> <p>124 Figure 6-9 Decorative typefaces</p> <p>124 Script or Cursive</p> <p>124 Figure 6-10 Script typefaces, Cursive styles</p> <p>125 Ornamental</p> <p>125 Glyphs – alternates</p> <p>125 Figure 6-11 Ornamental</p> <p>125 Typeface Families, Series, and Fonts</p> <p>125 Typeface Family</p> <p>125 Figure 6-12 Typeface family</p> <p>125 Typeface Series</p> <p>125 Figure 6-13 Typeface series – full range of sizes</p> <p>126 Figure 6-14 Type over 96 points – letterpress</p> <p>126 Type font</p> <p>126 Font</p> <p>126 Small caps</p> <p>127 Figure 6-15 Ligatures</p> <p>127 Pi characters</p> <p>127 Academic Link – Natation and Conversion of Picas and Points</p> <p>127 Measuring Type</p> <p>127 Points and Picas</p> |

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| | <p>127 Line Length, Composition depth, Point size 127 Figure 6-16 Point Size 128 Figure 6-17 Typefaces – same point size 128 Body Type, Display Type 128 Ems and Ens 128 Letterspacing and Wordspacing 128 Tracking 128 Kerning 129 Figure 6-18 Em / En unit of measure 129 Figure 6-19 Letterspacing 129 Figure 6-20 Kerning 129 Kerning Pairs 129 Alignment 129 Flush left, Flush right, Centered text, Justify 129 Linespacing 130 Figure 6-21 Example of alignment 130 Figure 6-22 Flush right copy 131 Figure 6-23 Linespacing 131 Widows and Orphans 134 Spacing 134 Monospaced 135 Figure 6-30 Monospaced type 135 Punctuation 135 Typographer’s quotes 136 Figure 6-31 Quote marks and Apostrophes 137 Web Typography 138 Web-Safe Fonts 138 Font stacks 138 Figure 6-34 CSS font stack for Tahoma 138 Web Fonts 139 Other Fonts – 3rd-party options</p> <p>Application: 139 Chapter 6 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| 3. Understand copyright laws associated with font usage. <small>DOK 2</small> | |
| <p>a. Discuss the legal considerations and copyright laws that govern the use of different fonts.</p> | <p>Instruction: 55 Copyright Laws and Ethics 55 Intellectual Property 55 Copyright 56 Public Domain 56 Creative Commons 56 Fair use 56 Counterfeiting</p> |

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| | <p>121 Contemporary Typefaces- copyright 121 Typefaces – Copyrighted 121 Fonts –the fonts in computer software are protected by copyright</p> <p>426 Copyright Laws 426 Copyright 426 Intellectual Property 426 Figure 18-8 Copyright notice 427 Infringement 427 Fair Use 427 Counterfeit</p> <p>Application: 61 Chapter 3 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> <p>427 Chapter 18 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| 4. Demonstrate knowledge of standard font formats and their applications. DOK 1 | |
| <p>b. Describe TrueType fonts and their common uses.</p> | <p>Instruction: 137 Web Typography 138 Web-Safe Fonts 138 Font stacks 138 Figure 6-34 CSS font stack for Tahoma 138 Web Fonts 139 Other Fonts – 3rd-party options</p> <p>207 Fonts 207 Font Formats 207 TrueType Fonts 207 OpenType Font 208 Cloud-Based Font Services 208 Font Management 208 Font Set 208 Figure 9-41 Organize fonts</p> <p>Application: 139 Chapter 6 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> <p>223 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |

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| <p>c. Explain the characteristics of OpenType fonts and what makes them versatile.</p> | <p>Instruction: 137 Web Typography 138 Web-Safe Fonts 138 Font stacks 138 Figure 6-34 CSS font stack for Tahoma 138 Web Fonts 139 Other Fonts – 3rd-party options</p> <p>207 Fonts 207 Font Formats 207 PostScript Type 1 fonts 207 TrueType Fonts 207 OpenType Font 208 Cloud-Based Font Services 208 Font Management 208 Font Set 208 Figure 9-41 Organize fonts</p> <p>Application: 223 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| <p>d. Discuss PostScript fonts and their role in professional printing.</p> | <p>Instruction: 137 Web Typography 138 Web-Safe Fonts 138 Font stacks 138 Figure 6-34 CSS font stack for Tahoma 138 Web Fonts 139 Other Fonts – 3rd-party options</p> <p>207 Fonts 207 Font Formats 207 PostScript Type 1 fonts 207 TrueType Fonts 207 OpenType Font 208 Cloud-Based Font Services 208 Font Management 208 Font Set 208 Figure 9-41 Organize fonts</p> <p>Application: 139 Chapter 6 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |

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| | 223 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities |
| Unit 5: Branding | |
| Competencies and Suggested Objectives | |
| 1. Examine the three types of logos and their design considerations. <small>DOK 1</small> | |
| <p>a. Logo Types:</p> <ul style="list-style-type: none"> • Type-based logos • Image-based logos • Combination logos | <p>Instruction:</p> <p>Type-Based Logos</p> <p>116 Chapter 6 Typography</p> <p>116 Learning Objectives</p> <p>116 Key Terms</p> <p>118 Typefaces</p> <p>118 Characters</p> <p>118 Typography</p> <p>118 Typographer</p> <p>118 Typeface Terminology</p> <p>118 Figure 6-1 Anatomy of typeface</p> <p>119 Ascender, Ascent line, Baseline, Bowl, Cap Line, counter, Descender, Descent line, Eye, Ligature, Lowercase, Point Size</p> <p>119 Type Style – Serif, Set Width, Stem, Stress, Stroke, Terminal, Tittle, Uppercase, x-height</p> <p>119 Type Style Development</p> <p>119 Type metal, Foundry Type</p> <p>119 Type metal, Foundry Type</p> <p>120 Figure 6-2 Foundry Type</p> <p>120 Black Letter – Manuscript</p> <p>120 Figure 6-3 Black letter</p> <p>120 Development of the roman Type Style</p> <p>120 Figure 6-4 Moder Roman letters</p> <p>120 Oldstyle</p> <p>121 Modern typefaces and Typographers</p> <p>121 Influential Typographers</p> <p>121 Contemporary Typefaces</p> <p>121 Copyright -Font</p> <p>122 Transitional – Transitional typefaces – remodeling of Oldstyle</p> <p>122 Modern – Modern Typefaces</p> <p>122 Figure 6-6 Bodoni – Modern typeface</p> <p>123 Slab Serif – Egyptian typefaces</p> <p>123 Figure 6-7 Slab serif typefaces</p> <p>123 Sans Serif – without serifs</p> <p>123 Figure 6-8 Sans Serif typefaces</p> <p>123 Grotesque</p> |

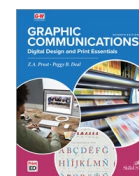
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| | <p>123 Neo-Grotesque</p> <p>124 Humanist Sans Serif</p> <p>124 Geometric Sans Serif</p> <p>124 Display – display typeface – Novelty</p> <p>124 Figure 6-9 Decorative typefaces</p> <p>124 Script or Cursive</p> <p>124 Figure 6-10 Script typefaces, Cursive styles</p> <p>125 Ornamental</p> <p>125 Glyphs – alternates</p> <p>125 Figure 6-11 Ornamental</p> <p>125 Typeface Families, Series, and Fonts</p> <p>125 Typeface Family</p> <p>125 Figure 6-12 Typeface family</p> <p>125 Typeface Series</p> <p>125 Figure 6-13 Typeface series – full range of sizes</p> <p>126 Figure 6-14 Type over 96 points – letterpress</p> <p>126 Type font</p> <p>126 Font</p> <p>126 Small caps</p> <p>127 Figure 6-15 Ligatures</p> <p>127 Pi characters</p> <p>127 Academic Link – Natation and Conversion of Picas and Points</p> <p>127 Measuring Type</p> <p>127 Points and Picas</p> <p>127 Line Length, Composition depth, Point size</p> <p>127 Figure 6-16 Point Size</p> <p>128 Figure 6-17 Typefaces – same point size</p> <p>128 Body Type, Display Type</p> <p>128 Ems and Ens</p> <p>128 Letterspacing and Wordspacing</p> <p>128 Tracking</p> <p>128 Kerning</p> <p>129 Figure 6-18 Em / En unit of measure</p> <p>129 Figure 6-19 Letterspacing</p> <p>129 Figure 6-20 Kerning</p> <p>129 Kerning Pairs</p> <p>129 Alignment</p> <p>129 Flush left, Flush right, Centered text, Justify</p> <p>129 Linespacing</p> <p>130 Figure 6-21 Example of alignment</p> <p>130 Figure 6-22 Flush right copy</p> <p>131 Figure 6-23 Linespacing</p> <p>131 Widows and Orphans</p> <p>132 Readability</p> |

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| | <p>132 Figure 6-25 Legibility – Readability</p> <p>132 Reverse type</p> <p>133 Figure 6-26 Reverse Type</p> <p>133 Letterforms</p> <p>133 Definition</p> <p>133 Type Size</p> <p>133 Figure 6-27 Smaller type sizes</p> <p>133 Line Length</p> <p>134 Eye span</p> <p>134 Case</p> <p>134 Sentence case, title case</p> <p>134 Figure 6-28 Case</p> <p>134 Typography Details</p> <p>134 Dashes, Hyphens, en dash, em dash</p> <p>134 Spacing</p> <p>134 Monospaced, Not Monospaced</p> <p>134 Figure 6-30 Monospaced type</p> <p>135 Punctuation -typographer’s quotes</p> <p>136 Figure 6-31 Quote marks and Apostrophes</p> <p>136 Choosing the Right Typeface</p> <p>136 Voice</p> <p>136 Figure 6-32 Right typeface for word’s voice</p> <p>136 Weight</p> <p>136 Structure</p> <p>136 Contrast</p> <p>137 Form</p> <p>137 Relationship</p> <p>137 Figure 6-33 Relationship of typefaces</p> <p>137 Concordant</p> <p>137 Contrasting</p> <p>137 Conflicting</p> <p>137 Web Typography</p> <p>138 Web-Safe Fonts</p> <p>138 Font stacks</p> <p>138 Figure 6-34 CSS font stack for Tahoma</p> <p>138 Web Fonts</p> <p>139 Other Fonts – 3rd-party options</p> <p>Application:</p> <p>139 Chapter 6 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> <p>The Goodheart Wilcox Graphic Communications: Digital Design and Print Essentials 7e, textbook does not specifically address this standard, however, please see the attached reference link.</p> <ul style="list-style-type: none"> • Image-based logos • Combination logos |

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| | Logos https://youtu.be/ID62-WO2te4 |
| 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. | Instruction: 146 Elements of Design 146 Line 146 Figure 7-2 Lines 147 Figure 7-3 Lines deliver a visual message 147 Figure 7-4 Architecture 147 Figure 7-5 Curved Lines 147 Shape 147 Square, Circle, and Triangle 148 Figure 7-6 Shapes 148 Texture 148 Figure 7-7 Embossing 148 Figure 7-8 Text as Texture to make a portrait 149 Space 149 Size 150 Color 150 Figure 7-10 Adding Color randomly 151 Figure 7-11 Colors on Black background 151 Figure 7-12 Different color combinations 151 Figure 7-13 Different proportion of color 151 Figure 7-14 Dark colors recede, light forward 151 Figure 7-15 Warms color forward, cool back 152 Figure 7-16 Equal proportions of color 152 Culture or Color 152 Blue, Red, Green, Yellow, Orange, Purple, Pink, Black 152 Figure 7-17 Preferred color choice 154 Color Wheel 155 Color Harmony 155 Complementary 155 Figure 7-24 Complementary Colors 155 Analogous 155 Secondary colors 155 Tertiary colors 157 Principles of Design 157 Balance 157 Figure 7-29 Letters Symmetrically, Asymmetrical 157 Contrast 158 Figure 7-31 Too little Contrast, 7-32 Too much contrast 159 Rhythm 160 Figure 7-36 Unity in Design 160 Gestalt Principles 160 Layout 160 Elements of Layout: Text, Graphics and page itself |

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| | <p>162 The Process of Graphic Design 162 Project Brief 162 Figure 7-41 Project brief 162 Who- audience 162 What 162 When 162 Where 162 Why 163 Assets 163 Text – body type 163 Figure 7-42 Body Text 163 Display Type 163 Headline Dominant 164 Figure 7-44 AD 164 Graphics 164 Picture Dominant 164 Figure 7-45 Image-dominate 164 White Space 164 Career Link: Graphic Designer 165 Passive vs Active 165 Passive Layout 165 Active Layouts 165 Developing a Layout 165 Thumbnails 165 Figure 7-46 White space is not empty 166 Figure 7-47 Active and Passive layouts 166 Rough 166 Comprehensive 166 Job Specifications – Specs 167 Figure 7-48 Thumbnails</p> <p>251 Chapter 11 Introduction 251 Color Science</p> <p>Application: 169 Chapter 7 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| <p>b. Assess the impact of logo design choices on brand perception across various audience segments.</p> | <p>The Goodheart Wilcox Graphic Communications: Digital Design and Print Essentials 7e, textbook does not specifically address this standard, however, please see the attached reference link.</p> <p>Additional Information</p> <p>Logos are one of the most significant insignificant things in the world. They are everywhere, but not all of them are well designed. The interesting thing about these logos is that when they are designed</p> |

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| | <p>well, we often never notice them, they just seem to become a part of our life, but when they are not, they stand out and not for good reasons. Drawing upon his experiences, Both dives into the practical details behind what makes a good logo and how good logos can have a powerful impact on our lives. Both is a graphic designer with a reputation for strong and timeless design solutions, with an emphasis on concept and strategy. He led the notable identity redesign of Baramay which helped revitalize the company's image as being one of the leading music labels for original music in Cambodia. Prior to founding Anagata, Both ran his own independent design practice where he produced work for both local and international clients.</p> <p>TED x- Good Logos https://youtu.be/akXwkaYIVcU</p> |
| 3. Develop a logo using concept development stages, from brainstorming to mockup creation. DOK 3 | |
| <p>a. Outline the concept development process for creating a logo.</p> | <p>Instruction:</p> <p>146 Elements of Design 146 Line 146 Figure 7-2 Lines 147 Figure 7-3 Lines deliver a visual message 147 Figure 7-4 Architecture 147 Figure 7-5 Curved Lines 147 Shape 147 Square, Circle, and Triangle 148 Figure 7-6 Shapes 148 Texture 148 Figure 7-7 Embossing 148 Figure 7-8 Text as Texture 149 Space 149 Size 150 Color 150 Figure 7-10 Adding Color randomly 151 Figure 7-11 Colors on Black background 151 Figure 7-12 Different color combinations 151 Figure 7-13 Different proportion of color 151 Figure 7-14 Dark colors recede, light forward 151 Figure 7-15 Warms color forward, cool back 152 Figure 7-16 Equal proportions of color 152 Culture or Color 152 Blue, Red, Green, Yellow, Orange, Purple, Pink, Black 152 Figure 7-17 Preferred color choice 154 Color Wheel 155 Color Harmony</p> |



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| | 155 Complementary 155 Figure 7-24 Complementary Colors 155 Analogous 155 Secondary colors 155 Tertiary colors 157 Principles of Design 157 Balance 157 Figure 7-29 Letters Symmetrically, Asymmetrical 157 Contrast 158 Figure 7-31 Too little Contrast, 7-32 Too much contrast 159 Rhythm 160 Figure 7-36 Unity in Design 160 Gestalt Principles 160 Layout 160 Elements of Layout: Text, Graphics, and page itself 162 The Process of Graphic Design 162 Project Brief 162 Figure 7-41 Project brief 162 Who- audience 162 What 162 When 162 Where 162 Why 163 Assets 163 Text – body type 163 Figure 7-42 Body Text 163 Display Type 163 Headline Dominant 164 Figure 7-44 AD 164 Graphics 164 Picture Dominant 164 Figure 7-45 Image-dominate 164 White Space 164 Career Link: Graphic Designer 165 Passive vs Active 165 Passive Layout 165 Active Layouts 165 Developing a Layout 165 Thumbnails 165 Figure 7-46 White space is not empty 166 Figure 7-47 Active and Passive layouts 166 Rough 166 Comprehensive 166 Job Specifications – Specs 167 Figure 7-48 Thumbnails 251 Chapter 11 Introduction 251 Color Science |

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| | Application: 169 Chapter 7 Summary, Know and Understand, Apply, and Analyze, Critical Thinking, and Suggested Activities |
| <p>b. Design a logo mockup that aligns with a given brand's identity and values.</p> | Instruction: 146 Elements of Design 146 Line 146 Figure 7-2 Lines 147 Figure 7-3 Lines deliver a visual message 147 Figure 7-4 Architecture 147 Figure 7-5 Curved Lines 147 Shape 147 Square, Circle, and Triangle 148 Figure 7-6 Shapes 148 Texture 148 Figure 7-7 Embossing 148 Figure 7-8 Text as Texture 149 Space 149 Size 150 Color 150 Figure 7-10 Adding Color randomly 151 Figure 7-11 Colors on Black background 151 Figure 7-12 Different color combinations 151 Figure 7-13 Different proportion of color 151 Figure 7-14 Dark colors recede, light forward 151 Figure 7-15 Warms color forward, cool back 152 Figure 7-16 Equal proportions of color 152 Culture or Color 152 Blue, Red, Green, Yellow, Orange, Purple, Pink, Black 152 Figure 7-17 Preferred color choice 154 Color Wheel 155 Color Harmony 155 Complementary 155 Figure 7-24 Complementary Colors 155 Analogous 155 Secondary colors 155 Tertiary colors 157 Principles of Design 157 Balance 157 Figure 7-29 Letters Symmetrically, Asymmetrical 157 Contrast 158 Figure 7-31 Too little Contrast, 7-32 Too much contrast 159 Rhythm 160 Figure 7-36 Unity in Design 160 Gestalt Principles 160 Layout |

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| Unit 6: Digital, Social, and Mobile Media | |
| Competencies and Suggested Objectives | |
| 1. Apply graphic design principles to create engaging content for digital platforms. ^{DOK3} | |
| <p>a. Produce multimedia graphics tailored for various social media, considering platform norms and image dimensions.</p> | <p>Instruction:</p> <p>186 Digital Basics</p> <p>184 Digital Prepress system</p> <p>186 Figure 9-1 Computer software</p> <p>186 Binary</p> <p>186 Bits, Byte</p> |

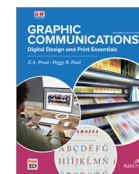
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| | <p>186 Computer Platforms 186 Platform 186 Hardware 186 Operating system 187 Figure 9-2 Computer system configuration 187 Software 187 Figure 9-3 Desktop Publishing 187 Cross-Platform 187 Macintosh 187 Graphical User Interface (GUI) 188 Personal Computers (PCs) 191 Mobile Devices 191 QR Codes 191 Augmented Reality 191 Figure 9-10 AR</p> <p>231 Point and shoot Cameras 242 Image Manipulation 242 Layer 242 Figure 10-16 Image manipulation 242 Filter 242 Paint effects 242 Retouching tools 242 Mask 243 Figure 10-17 Layers 244 Figure 10-18, 10-19 Filters 244 Figure 10-20 Dodge and burn tools</p> <p>Application: 223 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> <p>245 Chapter 10 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| <p>b. Design multimedia elements that are user-friendly on multiple devices, such as smartphones and tablets.</p> | <p>Instruction: 186 Digital Basics 184 Digital Prepress system 186 Figure 9-1 Computer software 186 Binary 186 Bits, Byte 186 Computer Platforms 186 Platform 186 Hardware 186 Operating system 187 Figure 9-2 Computer system configuration 187 Software 187 Figure 9-3 Desktop Publishing</p> |

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| 2. Analyze the impact of multimedia content in online engagement and digital branding ^{DOK3} | |
| <p>a. Investigate how well-designed multimedia content can capture attention and encourage sharing on social media.</p> | <p>Instruction: 20 Mobile Media 20 Responsive design 20 Gaming 20 Animation 20 Figure 1-24 Illusion of motion 21 The Future</p> <p>186 Digital Basics 184 Digital Prepress system 186 Figure 9-1 Computer software 186 Binary 186 Bits, Byte 186 Computer Platforms 186 Platform 186 Hardware 186 Operating system 187 Figure 9-2 Computer system configuration 187 Software</p> |

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| | <p>187 Figure 9-3 Desktop Publishing 187 Cross-Platform 187 Macintosh 187 Graphical User Interface (GUI) 188 Personal Computers (PCs) 191 Mobile Devices 191 QR Codes 191 Augmented Reality 191 Figured 9-10 AR</p> <p>231 Point and shoot Cameras 242 Image Manipulation 242 Layer 242 Figure 10-16 Image manipulation 242 Filter 242 Paint effects 242 Retouching tools 242 Mask 243 Figure 10-17 Layers 244 Figure 10-18, 10-19 Filters 244 Figure 10-20 Dodge and burn tools</p> <p>Application: 223 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> <p>245 Chapter 10 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| <p>b. Develop a set of multimedia designs that work together to build a brand's online presence.</p> | <p>Instruction: 162 The Process of Graphic Design 162 Project Brief 162 Figure 7-41 Project brief 162 Who- audience 162 What 162 When 162 Where 162 Why 163 Assets 163 Text – body type 163 Figure 7-42 Body Text 163 Display Type 163 Headline Dominant 164 Figure 7-43 layout Headline Dominate 164 Figure 7-44 AD 164 Graphics 164 Picture Dominant 164 Figure 7-45 Image-dominate</p> |

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| | <p>164 White Space 164 Career Link: Graphic Designer 165 Passive vs Active 165 Passive Layout 165 Active Layouts 165 Developing a Layout 165 Thumbnails 165 Figure 7-46 White space is not empty 166 Figure 7-47 Active and Passive layouts 166 Rough 166 Comprehensive 166 Job Specifications – Specs 167 Figure 7-48 Thumbnails 167 Printing Specification 167 File Setup</p> <p>Application: 169 Chapter 7 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| 3. Integrate advanced multimedia elements to enrich digital media designs. DOK 3 | |
| <p>a. Embed interactive components like animations into designs to increase user interaction on social platforms.</p> | <p>Instruction: 20 Mobile Media 20 Responsive design 20 Gaming 20 Animation 20 Figure 1-24 Illusion of motion 21 The Future 54 PDF – Interactive PDF</p> <p>212 File Formats 212 Figure 9-50 Printer dots 212 Tagged Image File Format (TIFF or TIF) 213 Encapsulated PostScript (EPS) 213 Graphics Interchange Format (GIF) 213 Portable document Format (PDF) 213 JPG or JPEG (Joint Photographic Experts Group) 214 JPEG 2000 (Joint Photographic Experts Group) 214 PNG (Portable Network Graphics)</p> <p>Application: 21 Chapter 1 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> <p>223 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |

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| <p>b. Construct a multimedia project that integrates images, GIFs, and video clips for a comprehensive communication strategy.</p> | <p>Instruction: 212 File Formats 212 Figure 9-50 Printer dots 212 Tagged Image File Format (TIFF or TIF) 213 Encapsulated PostScript (EPS) 213 Graphics Interchange Format (GIF) 213 Portable document Format (PDF) 213 JPG or JPEG (Joint Photographic Experts Group) 214 JPEG 2000 (Joint Photographic Experts Group) 214 PNG (Portable Network Graphics)</p> <p>Application: 223 Chapter 9 Summary, Know and Understand, Apply and Analyze, Critical Thinking, and Suggested Activities</p> |
| <p>4. Utilize artificial intelligence (AI) in social media design. ^{DOK 2}</p> | |
| <p>a. Explore AI tools and technologies used in digital and social media design, including content generation, image and video enhancement, and user interaction analysis.</p> | <p>The Goodheart Wilcox Graphic Communications: Digital Design and Print Essentials 7e, textbook does not specifically address this standard, however, please see the attached reference link.</p> <p>Additional Information Forbes: 15 Game-Changing AI Tools For Social Media And Content Creation</p> |
| <p>b. Analyze the impact of AI on digital media trends, audience engagement, and content personalization.</p> | <p>The Goodheart Wilcox Graphic Communications: Digital Design and Print Essentials 7e, textbook does not specifically address this standard, however, please see the attached reference link.</p> <p>The Power of Personalization in the Age of AI Mark Abraham TED https://youtu.be/vNCVrtwrAWg</p> <p>Additional Information:</p> <p>AI has significantly transformed digital media trends, audience engagement, and content personalization. Here is a detailed analysis: Content Creation: AI-driven algorithms and automated content generation systems are revolutionizing content creation by generating articles, reports, and video scripts based on audience preferences and data analysis. This leads to more relevant and engaging content for users.</p> |



| Standards | Correlating Text Pages |
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| | <p>Audience Engagement: AI-powered recommendation systems and personalized user experiences enhance audience engagement by suggesting relevant content and delivering tailored experiences. This results in increased user satisfaction and retention.</p> <p>Content Personalization: AI enables hyper-personalization, allowing media companies to create content that appeals to specific audiences. This leads to more relevant and valuable content for users, improving overall engagement.</p> <p>AI's impact on digital media is profound, reshaping how content is created, distributed, and consumed. It offers unprecedented levels of personalization, efficiency, and insight, making it a key technology in the future of media.</p> |
| <p>c. Apply AI-based design tools to create innovative digital media elements, enhancing user experience on various platforms.</p> | <p>The Goodheart Wilcox Graphic Communications: Digital Design and Print Essentials 7e, textbook does not specifically address this standard, however, please see the attached reference link.</p> <p>Five ways AI can enhance creativity Learn at Microsoft Create</p> <p>How to use Google's new AI Filmmaking Tool https://youtu.be/9nVEfjmDIVk</p> |