

GRAPHIC DESIGN AND CREATIVE MEDIA	CIP Code: 090702
DM11.1 Design Principles	
Alignment 1: DM11. Understand the design principles and elements used in the development of design products.	
1. Demonstrate the uses of design elements; shape, space, line, size, color, texture, and typography in a design composition.	
Alignment 2: Running Start: Manchester Community College course: GDES110 Page Layout and Design	

CTE Depth of Knowledge Performance Description	EXPANDING- DOK 4 ROUTINELY EXTEND THINKING AND WORK BEYOND A PROFICIENT LEVEL	PROFICIENT- DOK 3 ANALYZE, RESEARCH AND APPLY YOUR KNOWLEDGE AND SKILLS TO SOLVE TYPICAL TYPES OF INDUSTRY PROBLEMS	DEVELOPING- DOK 2 KNOW AND SHOW HOW SYSTEM COMPONENTS ALIGN AND WORK TOGETHER.	BEGINNING- DOK 1 RECALL, REMEMBER, AND CATEGORIZE ROUTINE DETAILS RELATED TO INDUSTRY SYSTEMS
Occupational Pathway	Art Director	Senior Graphic Designer	Junior Graphic Designer	Entry Level Graphic Designer
Practice Performance Indicators	I can- <ul style="list-style-type: none"> • Produce a professional quality graphic that is technically correct within a composition, incorporating all relatable design principle components. • Problem solve and consider options in my composition to produce a sellable design product. 	I can- <ul style="list-style-type: none"> • Organize and construct an adequate composition incorporating design principle components with limited help. • Reflect on a composition and understand the use of design principles and how it relates to a final product. 	I can- <ul style="list-style-type: none"> • Demonstrate beginning composition skills that showcase emerging use of design principle components. • Develop personal expressions and problem solving skills to begin to produce a sellable design product. 	I can- <ul style="list-style-type: none"> • Begin on a composition that showcases use of limited design principle components.
Evidence	Final composition	Revised composition	Rough concepts	Sketches/thumbnails
Theory Performance Indicators	I understand- <ul style="list-style-type: none"> • The correct technical use and professional relationships of design principles in a composition that make a sellable design product. • Critiquing is an exceptional and professional way to understand the design principles and how it relates to a final product. 	I understand- <ul style="list-style-type: none"> • The difference between the design principles in a composition that produce a sellable design product and one that does not. • Creative personal expression and adequate problem solving skills should be considered in a composition. 	I understand- <ul style="list-style-type: none"> • The basic meanings of the design principles in a composition. • How graphic design principles relate to a final product. 	I understand- <ul style="list-style-type: none"> • I have been told/shown and instructed on the components of design principles.
Evidence				

SINGLE POINT RUBRIC

EXPANDING- DOK 4 <small>ROUTINELY EXTEND THINKING AND WORK BEYOND A PROFICIENT LEVEL</small>	PROFICIENT- DOK 3 <small>ANALYZE, RESEARCH AND APPLY YOUR KNOWLEDGE AND SKILLS TO SOLVE TYPICAL TYPES OF INDUSTRY PROBLEMS</small>	DEVELOPING- DOK 2 BEGINNING- DOK 1 <small>RECALL, REMEMBER, AND BASIC SKILLS.</small>
Thinking About Your Thinking	Thinking With A Purpose	Thinking About What You Know
Evidence of Expanding	Proficient	Areas that NEED work
	<p>Goals</p> <ol style="list-style-type: none"> 1. Students are asked to recall previously learned information. 2. Students make design decisions, plan and create art within teacher-set parameters. 3. Students show understanding of a concept by performance of a basic skill. <p>Theory</p> <p>I understand how to express my knowledge of all graphic design principles in a composition. I understand how this would change based on a target audience.</p> <p>Practice</p> <p>I can appropriately use emphasis, contrast, balance, alignment, repetition and flow to create an original artwork that identifies the target market I can develop a plan for expressing graphic design principles in artwork addressing decisions on the use of elements, principles, subject matter, theme, style, media, and techniques.</p>	