# Grades 11-12 Digital Arts & Design IIIB, Quarter 3, Revised 2013

**Big Ideas/Key Concepts:**

Students will demonstrate mastery of digital art and design techniques through multiple specialized projects for inclusion in their Professional Portfolio.

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<th>Standards</th>
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| 3.0 Students will integrate reading, writing, math, and science skills and understand the impact of academic achievement in the workplace. | • I can summarize literary pieces in greater detail by including the characters, setting, and plot and analyzing them in greater detail.  
• I can develop photographs using figurative language as a way to inform, entertain, or persuade. | • Adobe Photoshop 5.5  
• Adobe Illustrator 5.5  
• Adobe InDesign 5.5  
• Adobe Bridge 5.5  
• Microsoft PowerPoint/iMovie  
• *Handbook of Photography*  
• *Graphic Communications Today*  
• *exploring Typography*  
• Canon Rebel camera manual  
• Photographic equipment  
• Wacom Tablets |
| 5.0 Students will demonstrate advanced understanding of how to integrate visual elements and effects to create vibrant content for print and 2D/3D mediums, including corporate branding and package design that enhance the audience’s experience. | • I can create professional imagery using the Elements and Principles of Design. | |
| 6.0 Students will apply advanced typography skills to design communication projects. | • I can classify type.  
• I can choose appropriate type sizes, distinguish between display and body type, and format type.  
• I can use typefaces variations in my work.  
• I can choose and justify appropriate typefaces for my work. | |
| 8.0 Students will demonstrate research and analysis skills as a part of utilizing an **"integrated design process"** to develop creative strategy and multi-faceted design projects. | • I can develop a creative strategy. |
| 12.0 Students will develop in-depth understanding and proficiency on software technology used in today’s design studios. | • I can create projects using industry software. |