Big Ideas/Key Concepts:

Students will research, analyze, and evaluate career skills related to the digital art and design industry. Students will categorize best works from past and current assignments and select between twelve to fifteen final images. These images will be classified, prioritized, and assembled in their professional portfolio with a cover letter, resume and artist statement to be presented during a mock job interview and class presentation.

<table>
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<tr>
<th>Standards</th>
<th>Student Friendly “I Can” Statements</th>
<th>Resources</th>
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| 2.0 Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace. | • I can practice good leadership skills every day.  
• I can participate in SkillsUSA.  
• I can assess situations in the digital art and design industry and develop a presentation offering solutions or improvements.  
• I can serve as a leader in my school and community. | • Adobe Photoshop 5.5  
• Adobe Illustrator 5.5  
• Adobe InDesign 5.5  
• Adobe Bridge 5.5  
• Microsoft PowerPoint/iMovie  
• Adobe Flash/AfterEffects  
• Handbook of Photography  
• Graphic Communications Today  
• exploring Typography  
• Graphic Design Solutions, Chapter 15-The Portfolio and Job Search |
| 3.0 Students will integrate reading, writing, math, and science skills and understand the impact of academic achievement in the workplace. | • I can understand clear thesis development and support it by using analogies, quotations, and facts.  
• I can write a multi-paragraph essay using correct grammar.  
• I can use appropriate language when speaking.  
• I can demonstrate listening skills and oral comprehension.  
• I can evaluate and practice using math and science skills in the use of animation software. | • Canon Rebel camera manual  
• Photographic equipment  
• Wacom Tablets |
4.0 Students will demonstrate specialized understanding of strategy, visual messaging, design theory and critical thinking which translate into products that communicate ideas, concepts, and stories. Along with exploration of an expanding range of diverse media, such as marketing collateral, publications, environmental design, product design, motion graphics, Web interface, multimedia and digital publishing supported by advanced techniques in typography, page layout and composition.

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.

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 create projects that integrate math and science. |
| I can create projects using art, graphics, photography, interactive media and motion graphics through the use of industry software. |
| I can create design projects using motion graphics or multimedia programs. |
| I can create professional imagery using the Elements and Principles of Design. |
| I can create and present a portfolio. |
| 10.0 Students will develop e-Skills that are flexible and evolve with the increasing demands of technology developments and business needs, helping students become life-long learners. | • I can create projects using industry software.  
• I can use technology to express ideas and exchange information.  
• I can use critical thinking and problem-solving when creating projects.  
• I can use the Internet to research.  
• I can use multiple sources when researching.  
• I can use the Internet in a professional manner. |
| --- | --- |
| 11.0 Students will communicate effectively, demonstrating professional oral and written communication skills when presenting projects for critical review. | • I can present and interview professionally.  
• I can write a professional resume and artist statement.  
• I can practice professional listening skills.  
• I can comprehend writing. |
| 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.  
• I can print or save files appropriately.  
• I can troubleshoot. |
| 13.0 Students will develop a comprehensive interactive portfolio reflecting a range of media and communication projects. | • I can critique work to include in a portfolio.  
• I can present my portfolio in a mock interview. |