CTE
Career & Technical Education

Semester 1		Semester 2	
Quarter 1	**Quarter 2**	**Quarter 3**	**Quarter 4**
Technical Standards: 6.0, 6.1, 6.2 Professional Standards: 3.0, 4.0 <u>Unit 1</u> **Design Theory Review** • Fundamentals of Design • Layout and Composition • Typography • Color • Images • Branding and Identity Technical Standards: 2.0, 2.1-3 Professional Standards: 8.0, 8A, 8H <u>Unit 2</u> **Copyright and Ethics Review** • Ethical issues in design such as plagiarism, copyright infringement as it relates to written word and imagery. Technical Standards: 5.0, 5.7, 5.8, 8.0, 8.4, 8.5 Professional Standards: 1.0, 3.0, 5.0 <u>Unit 3</u> **Photography Review** • Create projects that incorporate fundamental skills when using a DSLR camera and creating digital photographs. Technical Standards: 3.0, 3.8, 3.9-11 Professional Standards: 5.0, 5C <u>Unit 4</u>	Technical Standards: 5.3, 5.5, 6.0, 6.5, 7.1-3, 7.5, 7.6, 8.0, 8.1-3, 9.1,2 Professional Standards: 3.0, 3D <u>Unit 7</u> **Logo Design** • Create professional logos using vector software Technical Standards: 5.0, 5.3, 5.5, 6.0, 6.5, 7.0, 7.1-3,7.5, 7.6, 8.1-3, 8.6-12,9.1-2 Professional Standards: 9.0, 3D <u>Unit 8</u> **Project** Create a design that will be applied to one or more print pieces including: • Stationery set, Posters, Media Covers, Flyer, Advertisements, Screen Printing, Laser Engraving, 3D Printing, etc. Technical Standards: 5.0, 5.3, 5.5, 6.0, 6.5, 7.0, 7.1-6, 8.0, 8.1-12, 9.0, 9.1-2 Professional Standards: 3.0, 3D <u>Unit 9</u> **Prepare for TSA and Adobe Certifications** • Demonstrate the ability to use Adobe software including G-Metrix. to earn industry-recognized certifications.	Technical Standards: 5.0, 5.3, 5.5, 6.0, 6.5, 7.0, 7.1-6, 8.0, 8.1-12, 9.0, 9.1-2 Professional Standards: 2.0, 2A, 2C, 3.0, 3D <u>Unit 11</u> **Collaborative Design Project** Students will work in collaborative groups to create multiple design elements for a client. Company Branding Project • Name, Colors, Typography, Logo, Vehicle wrap, packaging design, menu design. School Design • Name, Colors, Mascot, Logo, Sports team uniform, Band uniform, business card. PSA Campaign • Billboard ad, social media post for multiple platforms, event poster, t-shirt design. Quick Fires • Demonstrate teamwork • Create projects adhering to competition specifications Client-Based Products • Demonstrate teamwork and adhere to client specifications that may include screen printing, laser engraving or 3D printing.	Technical Standards: 5.0, 5.3, 5.5, 6.0, 6.5, 7.0, 7.1-3,7.5, 7.6, 8.1-3, 8.6-12,9.1-2 Professional Standards: 9.0, 3D <u>Unit 14</u> **Capstone Self-Promotion Project** Create a multi-piece project that may include: • Professional portfolio website • Stationery set (business card, letterhead, envelope) • Posters • Covers (book, magazine, record, etc.) • Storyboards • Flyer • Advertisements • Screen Printing • Laser Engraving • 3D Printing

TUCSON UNIFIED
SCHOOL DISTRICT

51% of the entire program will be conducted in a lab setting. The lab consists of hand-on learning projects and experiences where student will practice the necessary skills to complete the current unit study.

Semester 1		Semester 2	
Quarter 1	**Quarter 2**	**Quarter 3**	**Quarter 4**

Quarter 1

Portfolio Building

- Build and maintain a professional print and/or digital portfolio.

Technical Standards: 1.0, 1.8, 1.9,3.0, 3.1-4, 7.0, 7.1-3, 7.6
Professional Standards: 1.0, 1A, 3.0, 3D, 4.0, 4B, C, F,5.0, 5A

Unit 5

Design Brief

Obtaining and parsing information from client.

- Research and review Client need's and specifications
- Create Thumbnails
- Develop Tight Roughs
- Present Proposal to Client
- Analyze Client Feedback
- Revise and Edit Based on feedback

Technical Standards: 5.0, 5.3, 5.5, 6.0, 6.5, 7.0, 7.1-3,7.5, 7.6, 8.1-3, 8.6-12,9.1-2
Professional Standards: 9.0, 3D

Unit 6

Project

Create a design that will be applied to one or more print pieces including:

- Stationery set, Posters, Media Covers, Flyer, Advertisements, Screen Printing, Laser Engraving, 3D Printing, etc.

Quarter 2

Technical Standards: 1.1, 1.10, 3.0
Professional Standards: 5.C

Unit 10

Careers in Communication Media Technology Industries.

- Investigate careers in the communication media technologies industries.
- Analyze resume types and purposes.
- Write a personal resume.

Quarter 3

Technical Standards: 5.0, 5.3, 5.5, 6.0, 6.5, 7.0, 7.1-6, 8.0, 8.1-12, 9.0, 9.1-2
Professional Standards: 3.0, 3D

Unit 12

Digital Design

- Create a website design that utilizes UX/UI design and may include app icon design and social media graphics.

Technical Standards: 5.0, 5.3, 5.5, 6.0, 6.5, 7.0, 7.1-3,7.5, 7.6, 8.1-3, 8.6-12,9.1-2
Professional Standards: 9.0, 3D

Unit 13

Project

Create a design that will be applied to one or more print pieces including:

- Stationery set, Posters, Media Covers, Flyer, Advertisements, Screen Printing, Laser Engraving, 3D Printing, etc.

Technical Skills Assessments Industry Certification Testing

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