

# Intro to Adobe Visual Design 1 (II41) Curriculum

CTE Summer Conference

Michael Poller and Emily Scales

# Curriculum Team



## Dennis Perks

Adobe Teacher  
Apex Friendship High School  
Apex, NC

National Board Certified with 22 years of experience in the classroom and at NCDPI and a Masters Degree.

Teaching next year:  
Adobe Visual Design 1 H  
Adobe Visual Design 2 H  
Adobe Video Design

## Michael Poller

Adobe Teacher  
Davie High School  
Winston-Salem, NC

8 years experience. Adobe Subject Matter Expert for Certiport.

Teaching next year:  
Adobe Visual Design 1 H  
Adobe Visual Design 2H  
Adobe Video Design H

## Emily Scales

Adobe Teacher  
*Wakefield High School*  
*Raleigh, NC*

National Board Certified with 15 years of experience.

Teaching next year:  
Adobe Visual Design 1 H  
Adobe Visual Design 2 H  
Adobe Video Design  
Adobe Digital Design  
Advanced Studies



# AVD 1 Focus

- Adobe Visual Design 1 is considered an introduction course to graphic design with a focus on Adobe Photoshop and Illustrator. This course goal is to prepare students to pass the Certiport Adobe Certified Professional Certification Exams.

# Softwares:

## **Adobe Photoshop**

- Best for Raster/Bitmap Graphic Images
- Resolution Dependent



## **Adobe Illustrator:**

- Best for Vector Images
- Great for scalable images



# Blueprint and Standards

Obj #	Standard/Objective	Course Weight	RBT Designation	Essential Employability Skills
<b>1.00</b>	<b>Understand critical concepts related to working in the design industry.</b>	<b>13%</b>		<b>B2 Conceptual Knowledge - Understand</b>
<b>1.01</b>	Understand the importance of the project purpose, audience, and audience needs for preparing images.	3%	-	Communication Ethics Professionalism
<b>1.02</b>	Understand methods to communicate with colleagues and basic project management.	3%	-	Communication, Professionalism
<b>1.03</b>	Understand the type of copyright, permissions, and licensing required to use specific content.	3%	-	Ethics Resource Management Teamwork
<b>1.04</b>	Understand key terminology related to digital images.	4%	-	Communication

# Blueprint and Standards

2.00	Apply procedures to use Adobe Photoshop for visual communications.	42%	B2 Conceptual Knowledge - Understand	
2.01	Understand the Photoshop Creative Cloud interface and program settings.	4%	-	Communication Problem Solving Resource Management
2.02	Understand document structure and non-destructive editing in Photoshop Creative Cloud.	7%	-	Communication Teamwork
2.03	Apply procedures to create and modify visual elements using Adobe Photoshop Creative Cloud.	28%	-	Communication Resource Management
2.04	Apply procedures to publish digital images using Adobe Photoshop Creative Cloud.	3%	-	Communication Ethics Professionalism

# Blueprint and Standards

		<b>C3 Procedural Knowledge -</b>	
<b>3.00</b>	<b>Apply procedures to use Adobe Illustrator for visual communications.</b>	<b>35%</b>	<b>Apply</b>
<b>3.01</b>	Understand Adobe Illustrator Creative Cloud interface and program settings.	4%	- Communication Resource Management
<b>3.02</b>	Understand document structure for efficient workflow.	5%	- Communication
<b>3.03</b>	Apply procedures to create and modify visual elements Adobe Illustrator Creative Cloud.	23%	- Communication Problem Solving
<b>3.04</b>	Apply procedures to save and export assets for specific purposes using Adobe Illustrator Creative Cloud.	3%	- Communication Professionalism Teamwork

# Blueprint and Standards

<b>4.00</b>	<b>Understand procedures to use Adobe InDesign for visual communications.</b>	<b>10%</b>	<b>B2 Conceptual Knowledge - Understand</b>	
<b>4.01</b>	Understand project requirements for graphic layouts.	5%	-	Communication Resource Management
<b>4.02</b>	Understand print and digital media publications using Adobe InDesign Creative Cloud.	5%	-	Communication Resource Management



# What is Provided in the Curriculum Guide?

The updated curriculum guide provides enough activities and information to take up at least an entire semester. It is up to you to decide what you want to use and work with. Below is a list of what is provided in the guide.

- PowerPoints
- Note Taking Guides
- Vocabulary Glossaries
- Vocabulary Based Worksheets
- Software Based Worksheets
- Step by Step Tutorials
- Guided Practice Software Based Assignments
- Independent Project Guides
- Supplemental Resources

# Preparing for Certification

We strongly recommend that you help prepare students using a combination of:

- Skills based activities in the software
- GMetrix Practice Tests (in training and testing mode)
- Additional Certification based questions around vocabulary

The ACP exams are highly specific to the way the questions should be answered and ensure that the students have had enough time to practice in GMetrix is essential for success.

*\*Please note that the ACP is a professional level exam and not written for students*

# Proof of Learning



The Proof of Learning for II41 Adobe Visual Design I is comprised of the ACP (Adobe Certified Professional) Photoshop credential and the ACP (Adobe Certified Professional) Illustrator Exam, which may be administered at the local level during the course.

# Curriculum

This curriculum guide for II41 Adobe Visual Design I, was developed to assist teachers in preparing students to meet the North Carolina State Board of Education's guiding vision that "Every public-school student in North Carolina will be empowered to accept academic challenges, prepared to pursue their chosen path after graduating high school, and encouraged to become lifelong learners with the capacity to engage in a globally-collaborative society."

The course, II41 Adobe Visual Design I, is based on Adobe Certified Professional credential standards, and focuses on graphic design and Adobe software to teach today's generation of students. The content has been designed to give students foundational skills in graphic design with Adobe Software, which may lead to a future career in a high demand, highly skilled job market. The [CTE Course Management System](#) includes the course standards, information career pathway, and equipment list.



# Disclaimer

This curriculum is not designed to be a step-by-step guide. It is intended to provide resources at a variety of levels, which can be used to support teachers and students of various skill levels. There are four main types of content: Adobe HelpX resources, specific skills worksheets with supporting videos, guided practice activities with flipped videos, and independent project guides.

This guide, by itself, is not a direct path to certification. It is recommended that teachers use this guide in conjunction with Certiport provided resources such as GMETRIX practice tests and other possible certification study guides. Skills addressed in this guide align to the Adobe Certified Professional objective domains.

Contributions of many individuals and from many written resources have collectively made this curriculum guide possible. The major authors, however, do not claim or guarantee that its contents will eliminate acts of malpractice or negligence. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document. This guide was developed with federal Career and Technical Education for the 21st Century Act (Perkins V) funds.

# Canvas

- Canvas shell is located in Canvas Commons
- The Canvas shell is broken down by standard and indicator on the modules page.
- Every PPT, note taking guide, worksheet, and project is broken down individually in each module.
- All of the individual files are located in the files page.
- All projects are inserted into the module as a file. You have the ability to create assignments using those files to your liking.
- Projects can be modified to your liking.
- Some files will link out to external sites (Scales Adobe Website) but most are all stored internally in the Canvas shell.

# Resources

- [Adobe Education Exchange](#)
- [Adobe Certified Professional Pearson Sponsored Products](#)
- [GMetrix Skills Management System](#)
- [WHS Digital Media Website](#) (created by Emily Scales)





# Questions and Answers



AVD 1



# Other Sessions

- Overview of Adobe Visual Design 2: Wednesday, July 20th at 9:30 am to 11:00 am
- Intro to InDesign: Wednesday, July 20th at 1:30pm to 3:00pm
- Intro to Photoshop: Thursday, July 21st at 8am to 9:30am
- Intro to Illustrator: Thursday, July 21st at 8am to 9:30am

