

Intro to Adobe Visual Design 2 (II42) 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 2 Focus

- Adobe Visual Design 2 will focus on helping students learn and certify in Adobe InDesign. It will also focus on helping students utilize Adobe InDesign with Photoshop and Illustrator skills as well.

Softwares:

Adobe InDesign

- Is a layout design and desktop publishing software. Produces high quality print materials.
- Used to create flyers, posters, brochures, business cards, magazines, books, ebooks, newspapers, yearbooks, and more...





Why InDesign?

- Adobe InDesign is the most highly used software tool used in marketing, publishing, and design industries. And is considered the number 1 most desirable skill by employers.

Blueprint and Standards

Obj #	Standard/Objective	Course Weight	RBT Designation
1.00	Apply knowledge of the visual design industry.	10%%	C3
1.01	Identify the purpose, audience, and audience needs for preparing images.	2%	C3
1.02	Interview colleagues and clients about design plans.	2%	C3
1.03	Identify the type of copyright, permissions, and licensing required to use specific content.	2%	C3
1.04	Build knowledge of key terminology related to publications.	2%	C3
1.05	Utilize knowledge of basic design principles and best practices employed in the design industry.	2%	C3

Blueprint and Standards

2.00	Apply project setup and interface in Adobe InDesign.	10%	C3
2.01	Create a document with the appropriate settings for web, print, and mobile.	2%	C3
2.02	Navigate, organize, and customize the application workspace.	2%	C3
2.03	Use non-printing design tools in the interface to aid in design or workflow.	2%	C3
2.04	Import assets into a project.	2%	C3
2.05	Manage colors, swatches, and gradients.	1%	C3
2.06	Manage paragraph, character, and object styles.	1%	C3
3.00	Apply document organization while using Adobe InDesign.	5%	C3
3.01	Use layers to manage design elements.	3%	C3
3.02	Manage and modify pages.	2%	C3

Blueprint and Standards

4.00	Construct and modify visual elements.	25%	B2
4.01	Utilize core tools and features to lay out visual elements.	4%	B2
4.02	Select and manipulate text using appropriate typographic settings.	3%	B2
4.03	Build, manage, and edit selections.	3%	B2
4.04	Experiment with digital graphics and media within a publication.	3%	B2
4.05	Utilize basic reconstructing and editing techniques to manipulate document content.	3%	B2
4.06	Construct the appearance of design elements by using effects and styles.	3%	B2
4.07	Develop interactive or dynamic content or media within a project.	3%	B2
4.08	Construct and edit tables.	3%	B2

Blueprint and Standards

5.00	Apply publishing principles for digital media.	5%	C3
5.01	Prepare documents for publishing to web, print, and other digital devices.	3%	C3
5.02	Export or save documents to various file formats using Adobe InDesign.	2%	C3
6.00	Understand basic differences between designing with InDesign for print or web.	15%	B2
6.01	Understand basic differences between designing with InDesign for print or web.	4%	B2
6.02	Understand how other Adobe products integrate into the InDesign workflow.	4%	B2
6.03	Understand advertising strategies, proposals, headlines, slogans and text copy for various types of design used in advertising.	4%	B2
6.04	Demonstrate writing copy for print, electronic, & broadcast advertising using InDesign.	3%	B2

Blueprint and Standards

7.00	Create multi-faceted designs in InDesign, while integrating supporting raster and vector software.	30%	C6
7.01	Create complex print publications utilizing a combination of vector graphics created in Illustrator, raster graphics created in Photoshop, & layout in InDesign.	24%	C6
7.02	Build procedures to publish, export, and archive layouts using InDesign, Illustrator, & Photohsop.	6%	C6

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

Proof of Learning



- The Proof of Learning for I142 is the ACP (Adobe Certified Professional) InDesign credential which may be administered at the local level during the course.

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*



Curriculum

This curriculum guide for I142 Adobe Visual Design II, 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, I142, Adobe Visual Design II, is based on Adobe Certified Associate credential standards, and focuses on graphic design and Adobe software to teach today's generation of students.

The content is to create a foundation of skill and ability in graphic design specifically using Adobe Software. Students leave this course equipped with the skill they can use to grow into graphic design leading into a future career in a high demanding, high school job market. This course is one that helps to ignite an internal passion and excitement for computer science that is one of the first steppingstones to prepare students for high-skill, high-wage, or in-demand occupational opportunities. 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.
- Many of the assignments and projects are meant to be completed throughout the course of the semester. The Canvas shell is not broken down by individual indicator like the ADV I shell is.
- 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' Class 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 2

Other Sessions

- 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

