Grade Level: 9-12	
Strand: Technology & Visual Design	
Standard: ELAGSEJ.TVD1 – Create and produce a product that adheres to basic design elements.	

Skills/Concepts for Students:

- Utilize basic design elements in a layout and how these elements complement each other.
- Understand typography and how it can add or detract from the impact of a story or content.

Instructional Strategies for Teachers:

- Review and explain basic design elements such as figure/ground, unity/variety, proportion/scale, emphasis, contrast, balance, repetition and rhythm. Provide examples from contemporary media. Share examples of poorly designed spreads and have students identify the design flaws.
- Present and review the four basic categories of type, the role of sizing and importance, and how type decisions should be based on the type function and readability.

Essential Sample Performance-based/Standards-based Task(s):

- After reviewing basic design elements, students will create a variety of one-page and two-page spreads incorporating elements of good design. Students should peer review and evaluate the effectiveness of the layouts.
- After reviewing the four basic categories of type, students will brainstorm opposing words based on their personality. Students will choose fonts that represent those words and present them on a poster to the class.

Suggested Key Terms for Teaching and Learning:

Align center	Content Module	Emphasis
Align left	Contrast	Eyeline
Align right	Cut-out Background Photo	Figure-Ground
All caps	Decorative	Folio/Folio Tab
Ascender	Descender	Grid System
Balance	Dingbat	Hierarchy
Bold	Dominant Photo	Italics
Caption	Drop Cap	Justified

Kerning	Primary Headline	Secondary Headline
Leading	Proportion	Serif
Light	Repetition	Small caps
Lower case	Reverse	Story
Masthead	Rhythm	Tight Spacing
Menu	Sans serif	Unity
Modular design	Scale	Variety
Normal	Script	

N (compass image)	**Grade Level: 9-12**
	Strand: Technology & Visual Design
	Standard: ELAGSEJ.TVD2 – Create, produce or evaluate images in an honest manner (e.g. photos, photo illustrations, videos, graphics) that accompany copy, enhance readability and appeal to a variety of audiences.

Skills/Concepts for Students:

- Create, produce or evaluate images (e.g. photos, photo illustrations, videos, graphics) that accompany copy, enhance readability and appeal to a variety of audiences.

Instructional Strategies for Teachers:

- Present composition techniques such as worm's eye view, bird's eye view, rule of thirds, leading lines, framing. As a class, brainstorm how these techniques could be used in a publication.
- Present and review the how aperture is used for in photography, while comparing the differences between aperture and shutter speed.
- Review the color wheel and how it affects choices in photography subjects.

Essential Sample Performance-based/Standards-based Task(s):

- Students will complete a scavenger hunt utilizing different composition techniques.
- Students will adjust settings in a DSLR camera according to light and motion conditions and will take two photos: one adjusting the aperture and one adjusting the shutter speed.
- Students will take a photo demonstrating color awareness and the students will practice editing photos using Photoshop or another photo editing software to complete color corrections or colorizations.

Suggested Key Terms for Teaching and Learning:

Aperture	Fill the Frame	Photo composition
Aspect Ratio	Focus	Photo editor
Bird's Eye View	Framing	Photo illustration
Center of Interest	Hue	RAW
Control the Background	ISO	Repetition of Pattern
Depth of Field	Leading Lines	Resolution
Exposure	Long Exposure	Rule of Thirds
Exposure Compensation	Manual	Rule of Thirds

| Saturation | Shutter Speed | White Balance |
| Selective Focus | Wait for the Moment | Worm's Eye View |

	Grade Level: 9-12
	Strand: Technology & Visual Design
	Standard: ELAGSEJ.TVD3 – Identify and understand the basic capabilities of industry standard page layout, raster-based photo manipulation and vector-based software applications as they apply to the publication.

Skills/Concepts for Students:

- Familiarize (or utilize - if possible) industry standard software for page layouts, raster-based photo manipulation and vector-based software applications

Instructional Strategies for Teachers:

- Utilize Lynda.com to introduce industry standard software for page layouts, raster-based photo manipulation and vector-based software applications.

Essential Sample Performance-based/Standards-based Task(s):

- See sample task for ELAGSEJ.TVD1

Suggested Key Terms for Teaching and Learning:

Industry standard   Vector-based
Raster-based

	Grade Level: 9-12
N (compass)	**Strand: Technology & Visual Design**
	Standard: ELAGSEJ.TVD5 – Demonstrate an awareness of contemporary and historical developments as it relates to publication content.

Skills/Concepts for Students:

- Attain a broad overview of the historical and contemporary developments in design.

Instructional Strategies for Teachers:

- Present examples of historical and contemporary developments in design.

Essential Sample Performance-based/Standards-based Task(s):

- Students will create and maintain a visual journal of design trends throughout the year.

	Grade Level: 9-12
	Strand: Technology & Visual Design
	Standard: ELAGSEJ.TVD6 – Gain and utilize a working vocabulary regarding technology and visual design.

Skills/Concepts for Students:

- Incorporate appropriate vocabulary in class.

Instructional Strategies for Teachers:

- Provide opportunities to use vocabulary in context.

Suggested Key Terms for Teaching and Learning:

See terms in previous standards.