STRANDS AND STANDARDS
GRAPHIC DESIGN CAPSTONE

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CTE®

Course Description

This course serves as the capstone for the Graphic Design & Communication pathway, tailored for students who have participated in Commercial Art and/or Graphic Print Design courses. Under the guidance of a mentor, students will enhance their creative skills by completing practical tasks and projects for industry partners or school programs.

Intended Grade Level	11-12
Units of Credit	0.5-1.0
Core Code	40.10.00.00.050
Concurrent Enrollment Core Code	40.10.00.13.050
Prerequisite	Commercial Art 2 or Graphic Print
Skill Certification Test Number	N/A
Test Weight	N/A
License Area of Concentration	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Commercial Art
Endorsement 2	Production Graphics
Endorsement 3	N/A

STRAND 1: CLIENT RELATIONS

Students will apply service skills when working with an outside client (industry partner or school program) to produce quality, creative projects.

Standard 1

Demonstrate a professional demeanor, attitude, and language when working with outside clients.

Standard 2

Utilize the creative process to present and communicate original ideas to an outside client.
- Collect project information from client (synthesize client needs with student creative skills)
- Ongoing client follow-up (sketches, revisions/refinements, final)

Standard 3

Connect industry knowledge and terminology to an outside client's needs.
- Visual communication strategies (elements, principles, typography, etc.)
- Manage client's expectations (limitations, logistics, etc.)
- Legal practices (AI, copyright, usage rights, etc.)

Performance Skills

- Based on school resources, complete a creative project with quality service for an outside client (industry partner or school program).

STRAND 2: PORTFOLIO DEVELOPMENT

Students will produce and present an original portfolio, showcasing a collection of their strongest creative work.

Standard 1

Develop, curate, and design a polished portfolio, demonstrating creative knowledge, skill, and experience.
- Original (avoid copyright or AI generated imagery)
- Client case studies (specific project design processes)
- Cohesive and professional (presentation, style, technique, subject, etc.)
- Applicable to desired career/educational goals.

Standard 2

Analyze student creative work and apply feedback.
- Self-reflections
- Skill evaluations

Performance Skills

- Produce and present an original portfolio, showcasing a collection of the student's strongest creative work.

STRAND 3: INDUSTRY PREPARATION
Students will develop strategies for a successful career in the graphic design industry.

Standard 1
Research requirements and qualifications to enter a relevant industry or educational program.
- Skillsets
- Certifications
- Applications (job, trade school, college, etc.)

Standard 2
Create an effective resume.
- Skills and marketable attributes
- Related web presence links
- Relevant certifications

Standard 3
Apply effective techniques while in a job interview.
- Anticipate potential questions, concerns, or reservations
- Research the industry & organization
- Appropriate dress and body language
- Bring copies of resume
- Ask relevant questions
- Send a follow-up thank you

Standard 4
Design effective marketing strategies for self-promotion.
- Web Presence (Social Media Strategies and Content Creation)
- Competitive edge and advantages
- Branding (vision & mission)

Standard 5
Research best industry practices for success.
- Payments (fees and rates)
- Contracts (reproduction/copyrights, deliverables, expectations)
- Managing, mediating, and resolving client conflict

Performance Skills
- Create an effective resume.
- Complete a job interview (mock or real).
- Create marketing strategies for self-promotion.
- Generate a job cost estimation/invoice or contract.

STRAND 4: CTSOs & WORKPLACE SKILLS

Students will be encouraged to participate in a relevant CTSO through the demonstration of graphic design workplace and career readiness skills. These standards will not appear on state skill certification exams, but should be taught throughout the duration of the course.

Standard 1

Students will display personal skills related to the essential values, personality traits, and personal characteristics for success in design and life.

- **Integrity** - demonstrate honesty and personal responsibility for actions in the creative process.
- **Work ethic** - demonstrate tenacity, hard work, excellence, punctuality, meet deadlines; and be self-directed when completing tasks in the design setting.
- **Professionalism** - demonstrate maturity, self-confidence; and a positive image when working with teammates or clients on design jobs/projects.
- **Responsibility** - demonstrate dependability, consistency, and personal well-being when safely completing design tasks.
- **Adaptability/Flexibility** - Foster creativity, new ideas, and resilience when working to solve problems in design tasks.
- **Self-motivated** - demonstrate a willingness to learn, independence, initiative, and a positive attitude when approaching new information

Standard 2

Students will display workplace skills related to the essential attitudes and abilities for success in the design industry.

- **Communication** – Demonstrates skills in listening and speaking; communicates professionally with teammates, supervisors, and customers in relation to design.
- **Decision making** – Analyzes key facts, data, and situations to employ reasoning skills for completing design tasks.
- **Teamwork** – Builds trusting relationships, works cooperatively with others and utilizes individual strengths of team members when completing design tasks.
- **Planning, organizing, and management** – Designs, prepares, and implements creative tasks within a desired timeframe; Sets priorities and responds to changing priorities.
- **Leadership** – Builds positive relationships and mitigates conflict.

Standard 3

Students will display technical skills that are grounded in design that deliver essential knowledge and competencies for success in the industry.

- **Computer and technology literacy**
- **Job specific skills**
- **Safety and health**
- **Service orientation** – responds to internal and external customers; demonstrates focus and presence; attends to personal matters away from the classroom.
- **Professional development** – demonstrates openness to learn, grow, and change in the design industry.

Skill Certification Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		