Title: UC Graphic Design

Job Titles: Graphic Designers (27-1024)
Desktop Publisher (43-9031)
Illustrator (27-1013)
Graphic Artist
Graphic Arts Technician
Graphic Designer
Layout Artist

Course Description:
The UC Graphic Design course will explore the ever-changing trends in the global field of design. Students will understand the impact of the arts and design throughout history and in various cultures.

Students will learn methods and theory such as elements and principles of design to enhance their artistic vision and style. Through two and three-dimensional design projects students will develop problem solving skills, artistic perception, critical thinking, and self-reflection. Art critiques and presentations will provide opportunities for students to grow as artists. Students learn and use the three main industry computer software programs: Adobe Photoshop, Adobe Illustrator and QuarkXPress. This will provide students with a professional environment and responsibilities as graphic designers. Certification training may be available at certain sites.

This course aligns with and incorporates the California Career Technical Model Curriculum Standards, Common Core State Standards as reflected in the Academic Alignment Matrix, Standards for Career Ready Practice, Anchor Standards, Pathway Standards and 9-12 Proficient Visual Arts (VA) standards.

<table>
<thead>
<tr>
<th>Module</th>
<th>Module Title</th>
<th>Classroom Hours</th>
<th>OJT (CC) Hours</th>
<th>OJT (CVE) Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Career Ready Practice</td>
<td>12</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>II</td>
<td>UC Graphic Design</td>
<td>168</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**TOTAL HOURS: 180**

Revised 2013-2014
Los Angeles County Career Technical Education
COURSE OUTLINE
UC Graphic Design

<table>
<thead>
<tr>
<th>Course Title</th>
<th>UC Graphic Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBEDS Code</td>
<td>4635</td>
</tr>
<tr>
<td>State Course I.D.</td>
<td>3706-2</td>
</tr>
<tr>
<td>ROP #</td>
<td>17-905</td>
</tr>
<tr>
<td>Approval Date</td>
<td>March, 2009</td>
</tr>
<tr>
<td>Revision Date</td>
<td>February, 2014</td>
</tr>
<tr>
<td>O*Net Codes and Job Titles</td>
<td></td>
</tr>
<tr>
<td>CTE Industry Sector</td>
<td>Manufacturing and Product Development</td>
</tr>
<tr>
<td></td>
<td>Arts, Media, and Entertainment (AME)</td>
</tr>
<tr>
<td>Career Pathway</td>
<td>Graphic Production Technologies (A)</td>
</tr>
<tr>
<td></td>
<td>Design, Visual, and Media Arts (AME A)</td>
</tr>
<tr>
<td>UC Credit</td>
<td>Fine Arts Credit (f)</td>
</tr>
<tr>
<td>Industry Certification</td>
<td>Adobe Photoshop</td>
</tr>
<tr>
<td></td>
<td>Adobe Illustrator</td>
</tr>
<tr>
<td>Student Pre-Requisites</td>
<td>None</td>
</tr>
<tr>
<td>Total Course Hours</td>
<td>180</td>
</tr>
</tbody>
</table>

Course Description

The Graphic Design course will explore the ever-changing trends in the global field of design. Students will understand the impact of the arts and design throughout history and in various cultures. Students will learn methods and theory such as elements and principles of design to enhance their artistic vision and style. Through two and three-dimensional design projects students will develop problem solving skills, artistic perception, critical thinking, and self-reflection. Art critiques and presentations will provide opportunities for students to grow as artists. Students learn and use the three main industry computer software programs: Adobe Photoshop, Adobe Illustrator and QuarkXPress. This will provide students with a professional environment and responsibilities as graphic designers. Certification training may be available at certain sites.

This course aligns with and incorporates the California Career Technical Model Curriculum Standards, Common Core State Course Standards, as reflected in the Academic Alignment Matrix, Standards for Career Ready Practice, Anchor Standards, Pathway Standards and 9-12 Proficient-Visual Arts Content Standards.
Classroom Physical Environment
The classroom portion of this course should be conducted in a classroom or a site conducive to create/maintain an appropriate learning environment. Incorporate appropriate equipment to include but not be limited to:

- A fully equipped lab and classroom with equipment, tools, and supplies in sufficient quantity to train the number of students assigned
- Sufficient space for individual and group instruction including:
  (a) Adequate lighting
  (b) Student desks and chairs
  (c) Teacher’s desk and chair
  (d) Filing cabinet for storage

- NOTE: This class should be conducted in a site that simulates an industry-standard workplace in this field.

Minimal Requirements
Student desks/workstations, teacher’s desk, whiteboard, locked cabinets for storage; computers, Internet, printer, document camera, screen.

Equipment and Supplies
- Computers
- Software – Photoshop, Adobe Illustrator, and QuarkXPress or InDesign
- Instructional materials including visual examples, CD-ROM images, and videos of artists
- On-line Graphics Library

Operational Methodologies
- Classroom (C): Instruction provided by a qualified teacher, utilizing a lesson plan, to a group of students in a classroom.
- Community Classroom (CC): An instructional method which utilizes unpaid, on-the-job training experiences at business, industry, and public agency sites.
- Cooperative Vocational Education (CVE): An instructional method which correlates concurrent, formal vocational classroom instruction with regularly scheduled, paid on-the-job training experience.
- Related Instruction (RI): Classroom instruction and unpaid/paid on-the-job training experiences are being conducted together within the same time frame (quarter, semester, etc.).
- On-the-Job Training (OJT): Refers to “hands-on” job skill training in either the community classroom (unpaid) or in correlation with cooperative vocational education (paid).
Training OJT Environment
Title 5 Education Code No. 10085
The following criteria shall be used to select and approve a community classroom training station:

(a) The management of the community classroom training station shall:

1. Have a clear understanding of the community classroom methodology and a willingness to participate in the training experience.
2. Cooperate with the career technical education director, or his/her designee, in preparing a written joint venture agreement.
3. Participate with the community classroom teacher in preparing an individualized training plan.
4. Provide and assist students with unpaid on-the-job training experiences as described in the individualized training plan.
5. Consult with the community classroom teacher regarding the student’s progress during the unpaid on-the-job training experiences.
6. Assist in maintaining accurate records of the pupils training hours.

(b) The training station shall offer training opportunities in the specific occupation for which the course is approved. Training opportunities at the station shall expand competencies developed in the classroom instruction portion of the student’s training.

(c) The training station shall have adequate equipment, materials, and other resources to provide an appropriate learning opportunity.

(d) Training station conditions shall prevail which will not endanger the health, safety, welfare, or morals of the pupil.

(e) The training station shall be concurrently engaged in a business operation, which requires employment in the occupation for which training is provided.

Ed. Code Title 5 10107
(a) The employer at the cooperative career technical training station shall:

1. Have a clear understanding of program objectives and a willingness to participate in the program.
2. Provide adequate supervision to ensure a planned program of the students’ paid on-the-job training in order that the student may receive maximum education benefit.
3. Consult with the cooperative career technical education teacher regarding the paid on-the-job progress of the student.
4. Cooperate with the career technical education direction or his or her designee in preparing a written training agreement.
5. Participate with the cooperative career technical education teacher and the student in preparing an individualized training plan.
6. Provide a minimum of 8 hours of paid employment per week to assist students to acquire those competencies necessary for employment and advancement in the occupational area for which training offered.
7. Assist in maintaining accurate records of the students’ training hours.
8. Provide Workers’ Compensation Insurance for students employed through the Cooperative Career Technical Education Program.
(b) The training station shall offer training opportunities in the specific occupation for which the course is approved. Training opportunities at the paid station shall be in the occupation for which related instruction is provided.

(c) Training station working conditions shall not endanger the health, safety, welfare or morals of the students.

(d) The training station shall have adequate equipment, materials and other resources to provide an appropriate learning opportunity.

**Instructional Methodologies, Strategies and Techniques**

A variety of instructional methodologies, strategies, and techniques are used to instruct the students. These include, but are not limited to the following:

- Visual examples
- Teacher modeling
- Lecture and guided practice
- Demonstration
- Project-based learning
- Assigned readings from tutorials, textbooks, journals, etc.
- Class discussions
- Hands-on lab activities
- Multimedia presentations
- Individual instruction
- Cooperative learning
- Field trips
- Work-based learning experiences
- Guest speakers
- Web-based research
- Videos
- Student presentations (oral, written, technological)
- Utilization of computers/technology

**Assessment of Student Performance**

Assessment of student performance may include but is not limited to:

- Student portfolios
- Student demonstrations
- Individual and group presentations
- Supervisor/teacher observations
- Peer evaluations
- Self-reflections
- Critiques
- Rubrics
- Oral assessment
- Reports and research papers
- Projects
- Sketchbooks
- Tests and quizzes
- Performance tasks
- Key assignments:
  - Write a critique about an advertisement from a magazine.
  - Read and write definitions of elements of design.
  - Create a composition incorporating principles of design with geometric and organic shape containing color schemes.
  - Research a revolutionary designer and write a report.
  - Create a cultural event poster.
  - Create a strong conceptual advertisement that juxtaposes unexpectedness ideas.
  - Create an aesthetically pleasing brochure with concise, but informative content.
  - Redesign and already existing magazine to a new contemporary look.
  - Design a graphic based logo.
  - Design a bag, box, t-shirt, or other products that may be used in a company.

Students will be assessed in multiple ways to ensure that a variety of learning styles are addressed.

**Safety**
- All students will successfully complete a safety exam with results kept on file.
- Specialized safety needs related to tools and supplies used.

**Recommended Supplemental Instructional Textbooks**

**Special Instructor(s) Prerequisites**
- Valid California Designated Subjects credential authorizing CTE teaching in the industry sector identified.
- Knowledge of current industry trends and practices, including appropriate technology.
- Willingness to establish local community work sites and ability to access resources.
- Willingness to participate in advisory and committee meetings, including recruiting and collaborating with business partners.

California Career Technical Education Model Curriculum Standards, Grades 7-12,
Industry Sector/ Anchor Standards (AS): Manufacturing and Product Development (MPD), Arts, Media, and Entertainment (AME)
Pathway Standards (PS): Graphic Production Technologies (A), Design, Visual, and Media Arts (A)
Visual Arts Content Standards 9-12 Advanced Visual Arts (VA)
Standards for Career Ready Practice (CRP):
Common Core State Standards (CCSS): Language Arts (ELA); Mathematics (M)
### I. CAREER READY PRACTICE

**A. Orientation/ Introduction to CTE**
- Relate philosophy, purpose and goals of CTE.
- Explain the importance of meeting the demands of the 21st century workplace.
- Explain the “Drivers of Change” and how it relates to college and career.

**B. Occupational Safety**
- Discuss health and safety policies, procedures, regulations, practices and exhibit the proper use of equipment and handling of hazardous materials. *AS 6.0*
- Explain the reasoning of basic safety rules in the classroom and workplace. Demonstrate an understanding of safety rules and practices by passing an assessment, with 90% accuracy.

**C. Technical Skills and Academic Knowledge**
- Apply appropriate technical skills and academic knowledge. *CRP 1*
- Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment. Refer to the industry sector alignment matrix for identification of standards. *AS 1.0*

**D. Communication Skills**
- Communicate clearly, effectively, and with reason. *CRP 2*
- Explain how a positive attitude can help in becoming an effective communicator.
- Practice good communication to help build positive relationships in the classroom and at the workplace.
- Compare and contrast written and oral communications.
- Describe the importance of email etiquette as it relates to effective communication.
<table>
<thead>
<tr>
<th>INSTRUCTIONAL CONTENT</th>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
</table>
| **I. CAREER READY PRACTICE** (Continued) | - Assess how nonverbal communication affects messages.  
- Compare and contrast written and oral communications.  
- Describe the importance of email etiquette as it relates to effective communication.  
- Assess how nonverbal communication affects messages.  
- Explain the impact of personal and professional social media in communication.  
- Describe issues related to communicating in a global society.  
- Explain the appropriate etiquette for answering telephone calls and leaving voicemail messages; receiving and making requests; giving directions and persuading others.  
- Identify the steps to plan a successful oral presentation.  
- Develop an education and career plan aligned with personal goals.  
- Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.  
- Apply the decision-making process to develop a college and career plan.  
- Identify employability skills required for participation in the world of work.  
- Assess interests, skills and aptitudes and match these to career options.  
- Identify further education and/or training needed for career choices.  
- Develop a resume, cover letter and other resources for the job search process. |

**E. Education and Career Plan**

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>IC</th>
<th>CC</th>
<th>CVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RI</td>
<td>OJT</td>
<td>RI</td>
<td>OJT</td>
</tr>
</tbody>
</table>
### INSTRUCTIONAL CONTENT

#### I. CAREER READY PRACTICE
   (Continued)

- Complete a job application.
- Identify what employers are looking for when hiring employees.
- Apply effective interviewing skills and write a thank-you note.
- Create a career portfolio that links to future college and career options.

#### F. Technology

- Apply technology to enhance productivity. *CRP 4*
- Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments and information. *AS 4.0; AS 10.0*
- Explain the role technology plays in the workplace.
- Describe the laws and licenses that govern the use of technology at school and in the workplace.
- Compare different types of media (word processing, digital media software, and video, audio) in relation to effectively communicating messages.

#### G. Critical Thinking and Problems Solving Skills

- Utilize critical thinking to make sense of problems and persevere in solving them. *CRP 5*
- Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem, narrow or broaden the inquiry when appropriate, and synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. *AS 5.0*
- Identify everyday strategies to build the capacity for critical thinking and school and the workplace.
- Explain the problem-solving process, including identifying the root cause of a problem, generating and considering possible solutions, choosing the best solution, and evaluating outcomes.
<table>
<thead>
<tr>
<th>INSTRUCTIONAL CONTENT</th>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H. Personal Health and Financial Literacy</strong></td>
<td>• Practice personal health and understand financial literacy. <em>CRP 6</em></td>
</tr>
<tr>
<td></td>
<td>• Identify factors related to a person’s well-being.</td>
</tr>
<tr>
<td></td>
<td>• Analyze the relationship between personal health and workplace performance.</td>
</tr>
<tr>
<td></td>
<td>• Explain the relationship between stress and aggressive behavior.</td>
</tr>
<tr>
<td></td>
<td>• Identify ways to lower the level of stress.</td>
</tr>
<tr>
<td></td>
<td>• Use critical thinking and communication skills to manage conflict.</td>
</tr>
<tr>
<td></td>
<td>• Develop potential living expenses and a budget based on income and needs.</td>
</tr>
<tr>
<td></td>
<td>• Understand the responsible use of financial institutions and</td>
</tr>
<tr>
<td></td>
<td>services (e.g. checking, savings, ATM, credit cards, investments,</td>
</tr>
<tr>
<td></td>
<td>retirement, etc.).</td>
</tr>
<tr>
<td></td>
<td>• Recognize that financial literacy and responsibility leads to a</td>
</tr>
<tr>
<td></td>
<td>secure future and career success.</td>
</tr>
<tr>
<td><strong>I. Responsible Citizenship</strong></td>
<td>• Act as a responsible citizen in the workplace and the community. <em>CRP 7</em></td>
</tr>
<tr>
<td></td>
<td>• Explain what the school, workplace and community expects of a student as</td>
</tr>
<tr>
<td></td>
<td>a member of society.</td>
</tr>
<tr>
<td></td>
<td>• Identify personality and behavior characteristics that have a positive or</td>
</tr>
<tr>
<td></td>
<td>negative impact at school, in the workplace, and in the community.</td>
</tr>
<tr>
<td></td>
<td>• Analyze the impact of an individual’s decision on others and on the</td>
</tr>
<tr>
<td></td>
<td>environment, and recognize both short and long term consequences of</td>
</tr>
<tr>
<td></td>
<td>actions.</td>
</tr>
<tr>
<td></td>
<td>• Identify areas in which sensitivity is required in a diverse workplace.</td>
</tr>
</tbody>
</table>

California Career Technical Education Model Curriculum Standards, Grades 7-12,
Industry Sector/Anchor Standards (AS): Manufacturing and Product Development (MPD), Arts, Media, and Entertainment (AME)
Pathway Standards (PS): Graphic Production Technologies (A), Design, Visual, and Media Arts (A)
Visual Arts Content Standards 9-12 Advanced Visual Arts (VA)
Standards for Career Ready Practice (CRP):
Common Core State Standards (CCSS): Language Arts (ELA); Mathematics (M)
## INSTRUCTIONAL CONTENT

### J. Integrity, Ethical Leadership, and Effective Management
- Model integrity, ethical leadership, and effective management. \textit{CRP 8}
- Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the work. \textit{AS 8.0}
- Define integrity and how it relates to the classroom and workplace.
- Identify characteristics of ethical behavior and leadership.
- Compare and contrast the three basic management styles: authoritarian, democratic, and laissez faire.

### K. Human Relations in the Workplace
- Work productively in teams while integrating cultural and global competence. \textit{CRP 9}
- Define human relations.
- Explain the need for effective human relations skills at school and in the workplace.
- Contrast the characteristics and consequences of positive and negative attitudes.
- Recognize the contributions of diversity in society and in the workplace.
- Assess the value of teamwork in the classroom and workplace.
- Identify strategies that can be used to promote good working relationships within the classroom and in the workplace.
- Explain the importance of networking.
- Identify verbal, non-verbal, and physical types of harassment as

## STUDENT OUTCOMES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>I</th>
<th>II</th>
<th>III</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IC</td>
<td>CC</td>
<td>CVE</td>
</tr>
<tr>
<td></td>
<td>RI</td>
<td>OJT</td>
<td>RI</td>
</tr>
</tbody>
</table>

---

California Career Technical Education Model Curriculum Standards, Grades 7-12,
Industry Sector/Anchor Standards (AS): Manufacturing and Product Development (MPD), Arts, Media, and Entertainment (AME)
Pathway Standards (PS): Graphic Production Technologies (A), Design, Visual, and Media Arts (A)
Visual Arts Content Standards 9-12 Advanced Visual Arts (VA)
Standards for Career Ready Practice (CRP): Common Core State Standards (CCSS): Language Arts (ELA); Mathematics (M)
### INSTRUCTIONAL CONTENT

<table>
<thead>
<tr>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>defined by the state/federal law and determine appropriate behavior in the workplace.</td>
</tr>
</tbody>
</table>

### L. Creativity and Innovation

- Demonstrate creativity and innovation. *CRP 10*
- Identify how new ideas, thinking, tasks, solutions, and methods can be fostered in the workplace. *AS 5.0*
- Explain the appropriate and constructive expression of creativity and innovation at school and in a workplace situation.

### M. Research Strategies

- Employ valid and reliable research strategies. *CRP 11*
- Define plagiarism.
- Identify strategies for conducting basic research.
- Explain resources for gathering information on a topic.
- Explain how to confirm the validity of sources.

### N. Decision-Making

- Understand the environmental, social, and economic impacts of decisions. *CRP 12*
- Work with peers to promote civil, democratic discussions and decision making; set clear goals and deadlines; and establish individual roles as needed. *AS 9.0*
- Explain the decision-making process
II. UC Graphic Design

A. Introduction to Graphic Design
   • Role of graphic design
   • Target Market
   • Portfolio

   • Understand the role and purpose of graphic design in our society today. VA 1.1
   • Employ entrepreneurial practices and behaviors appropriate to Manufacturing and Product Design sector opportunities. AS 11.4
   • Apply research methodologies and business and entrepreneurial principals to identify potential business opportunities to apply graphic and multimedia design. PS A14.1
   • Analyze their works of art as to personal direction and style. PS DVM A1.6
   • Develop aesthetic valuing. VA 4.1, 4.2, 4.4
   • Identify the relationships between space, color, image, and content. PS A1.1/AME A1.7
   • Produce a printed product in monotone and in multicolor. PS A2.3
   • View portfolio samples and sketchbook.
   • Find a sample of an interesting advertisement from a magazine and write a critique about the advertisement describing the quality that makes the advertisement interesting such as concept, use of color, composition, etc.
   • Identify the variations, characteristics, and functions of binding and finishing operations in the production of printed products. PS A8.1
   • In a small group share the written critique and compare and contrast the designs.

B. History of Design and Global Perspective
   • Western Design
     1. Gutenberg Press

   • Understand the development of design from the past to the present. VA 3.1

California Career Technical Education Model Curriculum Standards, Grades 7-12,
Industry Sector/Anchor Standards (AS): Manufacturing and Product Development (MPD), Arts, Media, and Entertainment (AME)
Pathway Standards (PS): Graphic Production Technologies (A), Design, Visual, and Media Arts (A)
Visual Arts Content Standards 9-12 Advanced Visual Arts (VA)
Standards for Career Ready Practice (CRP):
Common Core State Standards (CCSS): Language Arts (ELA); Mathematics (M)
<table>
<thead>
<tr>
<th>INSTRUCTIONAL CONTENT</th>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
</table>
| **II. UC Graphic Design** (Continued) | • Research past, present, and projected technological advances as they impact a particular pathway. **AS 4.5/AME A3.1**  
• Identify contemporary artists worldwide who have achieved regional, national, or international recognition and discuss ways in which their work reflects, plays a role in, and influences present-day culture. **VA 3.2**  
• Investigate and discuss universal concepts expressed in works of art from diverse cultures. **VA 3.3/AME A3.2**  
• Research the methods art historians use to determine the time, place, context, value, and culture that produced a given work of art. **VA 3.4**  
• Demonstrate entrepreneurship skills and knowledge of self-employment options and innovative ventures. **AS 11.3**  
• Apply design strategies in selecting graphic multimedia technologies to produce dynamic effective visual communication. **PS A13.1**  
• View examples of historical designs and take notes of different styles and meaning.  
• Research a design style and write a comprehensive report.  
• Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format. **AS 2.4**  
• Interpret information and draw conclusion, based on the best analysis, to make informed decisions. **AS 5.4**  
• Use information and communication technologies to synthesize, summarize, compare, and contrast information from multiple sources. **AS 4.3**  
• Make an oral presentation from the research with visuals. **PS AME A 7.1**  
• Communicate information and ideas effectively to multiple audiences using a variety of media and formats. **AS 2.5** |
### INSTRUCTIONAL CONTENT

**C. Language of Visual Arts**

- **Elements of Design**
  1. Line
  2. Shape
  3. Form
  4. Texture
  5. Color
  6. Value
  7. Negative and Positive Space

- **Principles of Design**
  1. Rhythm
  2. Movement
  3. Symmetrical Balance
  4. Asymmetrical Balance
  5. Proportion
  6. Variety
  7. Emphasis
  8. Unity/Harmony
  9. Pattern
  10. Contract

### STUDENT OUTCOMES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>I</th>
<th>II</th>
<th>III</th>
</tr>
</thead>
<tbody>
<tr>
<td>RI</td>
<td>OJT</td>
<td>RI</td>
<td>OJT</td>
</tr>
</tbody>
</table>

- Explore issues of global significance and document the impact on the Manufacturing and Product Design sector. **AS 7.8**
- Understand that the modern world is an international community and requires an expanded global view. **AS 9.5**
- Analyze and discuss complex ideas, such as distortion, color theory, arbitrary color, scale, expressive content, and real versus virtual in works of art. **VA 1.1**
- Discuss a series of their original works of art, using the appropriate vocabulary of art. **VA 1.2**
- Analyze their works of art as to personal direction and style. **VA 1.3**
- Use the language of visual art when analyzing artwork. **VA 1.1, 1.2**
- Plan and create works of art that reflect complex ideas, such as distortion, color theory, arbitrary color, scale, expressive content, and real versus virtual. **VA 2.2**
- Identify the relationships between space, color, image, and content. **PS A1.1**
- Read and write definitions of elements of design.
- Find examples of the elements from magazines and paste 2” x 2” cutouts by the definition in the notebook.
- Analyze and describe in writing the use of elements of design in artwork from around the world.
- Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format. **AS 2.4**
- Interpret information and draw conclusions, based on the best analysis, to make informed decisions. **AS 5.4**
- Apply research methodologies and business and entrepreneurial
<table>
<thead>
<tr>
<th>INSTRUCTIONAL CONTENT</th>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
</table>
| II. UC Graphic Design (Continued)     | principals to identify potential business opportunities to apply graphic and multimedia design.  *PS A14.1*  
• Demonstrate in their own works of art a personal style and an advanced proficiency in communicating an idea, theme, or emotion.  *VA 2.4/PS AME A7.2*  
• Use innovative visual metaphors in creating works of art.  *VA 2.5*  
• Present a universal concept in a multimedia work of art that demonstrates knowledge of technology skills.  *VA 2.6/AME A3.1*  
• Interpret and explain terminology and practices specific to the Manufacturing and Product Design sector.  *AS 10.1*  
• Identify and ask significant questions that clarify various points of view to solve problems.  *AS 5.1*  
• Use systems thinking to analyze how various components interact with each other to produce outcomes in a complex work environment.  *AS 5.3*  
• Create original works of art of increasing complexity and skill in a variety of media that reflect their feelings and points of view.  
• Plan and create works of art that reflect complex ideas, such as distortion, color theory, arbitrary color, scale, expressive content, and real versus virtual.  *VA 2.2*  
• Assemble and display objects or works of art as a part of a public exhibition.  *VA 2.3/AME A5.6*  
• Understand the science of color spectrum and other aspects of color as it related to hue, value, and chroma.  *PS A2.1*  
• Read and write definitions of principles of design.  
• Analyze and describe in writing the use of principles of design with elements of design in artwork from around the world.  *PS AME A3.5* |

California Career Technical Education Model Curriculum Standards, Grades 7-12,  
Industry Sector/ Anchor Standards (AS): Manufacturing and Product Development (MPD), Arts, Media, and Entertainment (AME)  
Pathway Standards (PS): Graphic Production Technologies (A), Design, Visual, and Media Arts (A)  
Visual Arts Content Standards 9-12 Advanced Visual Arts (VA)  
Standards for Career Ready Practice (CRP):  
Common Core State Standards (CCSS): Language Arts (ELA); Mathematics (M)
### INSTRUCTIONAL CONTENT

#### 11. UC Graphic Design
(Continued)

**D. Color Theory**

- Psychology of Colors
- Communicating with Colors
  1. Cultural Symbolism in Colors
  2. Color Wheel
  3. Color Schemes
  4. Primary Colors
  5. Secondary Colors
  6. Monochromatic
  7. Complementary Color
  8. Split Complementary Colors
  9. Analogous Colors
  10. Tertiary Colors
  11. Warm and Cool Colors
- Grey Value, Neutrals, Tint, Tone, and Shade
  1. Pigments vs. Light
  2. RGB and CYMK
  3. Adobe Illustrator

### STUDENT OUTCOMES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>I</th>
<th>II</th>
<th>III</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C</td>
<td>CC</td>
<td>CVE</td>
</tr>
<tr>
<td></td>
<td>RI</td>
<td>OJT</td>
<td>RI</td>
</tr>
</tbody>
</table>

- Demonstrate the graphic design principles and utilization of the grid system in applying those principles.  *PS A1.2*
- Use color pencils and pen and ink to create 3” x 3” composition incorporating principles of design with elements of design on drawing paper.
- Create technical illustration and vector drawings.  *PS A4.1/AME A2.9*
- Analyze and discuss complex ideas, such as distortion, color theory, arbitrary color, scale, expressive content, and real versus virtual in works of art.  *VA 1.1*
- Understand the science of color spectrum and other aspects of color as it related to hue, value, and chroma.  *PS A2.1/AME A1.7*
- Identify the relationships between space, color, image, and content.  *PS A1.1*
- Identify color scheme used in advertisements, logos, etc.
- Know the color scheme and apply them in creating artwork.  *VA 2.5*
- Use Adobe Illustrator to create a composition incorporating principles of design with geometric and organic shape containing color schemes.
- Produce a printed product in monotone and in multicolor.  *PS A2.3*
- Manipulate and create images on the computer.
- Differentiate between and operate Macintosh (Mac) and personal computer (PC) platforms for development.  *PS 3.1*
- Apply desktop publishing and electronic imaging software principles and processes used to prepare graphic design products.  *PS A3.1*
- View examples and take notes on psychological effect of colors and communicating with colors.
### INSTRUCTIONAL CONTENT

#### II. UC Graphic Design
*(Continued)*

<table>
<thead>
<tr>
<th>E. Visual Communication Skills</th>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Communicating Visually</td>
<td>• View examples and take notes on how colors have symbolic meanings in various cultures. <em>PS AME A3.5</em></td>
</tr>
<tr>
<td>• Design Solutions</td>
<td>• Mix colors: create a color wheel using paint.</td>
</tr>
<tr>
<td></td>
<td>• Create a value scale using paint.</td>
</tr>
<tr>
<td></td>
<td>• Explain the differences between methods used to describe color, including cyan, magenta, yellow, black (CMYK) and red, green, blue (RGB). <em>PS A2.2</em></td>
</tr>
<tr>
<td></td>
<td>• Interpret and explain terminology and practices specific to the Manufacturing and Product Design Sector. <em>AS 10.1</em></td>
</tr>
<tr>
<td></td>
<td>• Construct projects and products specific to the Manufacturing and Product Design sector requirements and expectations. <em>AS 10.3</em></td>
</tr>
<tr>
<td></td>
<td>• Apply the basic graphic design principles to achieve visual communication. <em>PS A1.0</em></td>
</tr>
<tr>
<td></td>
<td>• Demonstrate an understanding of the psychology of color and color theory as it relates to visual communication. <em>PS A2.0</em></td>
</tr>
<tr>
<td></td>
<td>• Create compositions that solve the problem of visual communication. <em>VA 2.5</em></td>
</tr>
<tr>
<td></td>
<td>• Articulate a position regarding the aesthetic value of your work. <em>VA 4.3, 4.5</em></td>
</tr>
<tr>
<td></td>
<td>• Research two periods of painting, sculpture, film, or other media and discuss their similarities and differences, using the language of the visual arts. <em>VA 1.4</em></td>
</tr>
<tr>
<td></td>
<td>• Research revolutionary designers and write a report detailing the works of the designer.</td>
</tr>
<tr>
<td></td>
<td>• Recognize the elements of communication using a sender-receiver model. <em>AS 2.1</em></td>
</tr>
<tr>
<td></td>
<td>• Interpret verbal and nonverbal communications and respond appropriately. <em>AS 2.3</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>I</th>
<th>II</th>
<th>III</th>
<th>RI</th>
<th>OJT</th>
<th>RI</th>
<th>OJT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C</td>
<td>CC</td>
<td>CVE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

California Career Technical Education Model Curriculum Standards, Grades 7-12,
Industry Sector/ Anchor Standards (AS): Manufacturing and Product Development (MPD), Arts, Media, and Entertainment (AME)
Pathway Standards (PS): Graphic Production Technologies (A), Design, Visual, and Media Arts (A)
Visual Arts Content Standards 9-12 Advanced Visual Arts (VA)
Standards for Career Ready Practice (CRP):
Common Core State Standards (CCSS): Language Arts (ELA); Mathematics (M)
### INSTRUCTIONAL CONTENT

**II. UC Graphic Design (Continued)**

- Communicate information and ideas effectively to multiple audiences using a variety of media and formats.  *AS 2.5*
- Use just squares to communicate emotions such as calm, anger, tension, playful, humorous, excitement, etc.
- Demonstrate the process of developing a strong conceptual work.
- View examples and take notes of design process.
- Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate.  *AS 5.2*
- Use systems thinking to analyze how various components interact with each other to produce outcomes in a complex working environment.  *AS 5.3*
- Explain the importance of accountability and responsibility in fulfilling person, community, and workplace roles.  *AS 7.2*
- Demonstrate the design process by illustrating an example and describe in writing the importance of each step.
- Apply high-quality techniques to product or presentation design and development.  *AS 7.5*
- Interpret and explain terminology and practices specific to the Manufacturing and Product Design Sector.  *AS 10.1*
- Comply with the rules, regulations, and expectations of all aspects of the Manufacturing and Product Design sector.  *AS 10.2*
- Construct projects and products specific to the Manufacturing and Product Design sector requirements and expectations.  *AS 10.3*
- Employ the process for creating image files that are appropriate for graphic design reproduction and specified printing requirements.  *PS 6.2*

### STUDENT OUTCOMES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>I</th>
<th>II</th>
<th>III</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IC</td>
<td>CC</td>
<td>CVE</td>
</tr>
<tr>
<td>RI</td>
<td>OJT</td>
<td>RI</td>
<td>OJT</td>
</tr>
</tbody>
</table>

**F. Design Process**

- Concept Development
- Design Process
<table>
<thead>
<tr>
<th>INSTRUCTIONAL CONTENT</th>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>II. UC Graphic Design (Continued)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>G. Cultural Event Poster</strong></td>
<td></td>
</tr>
<tr>
<td>• Functions of Posters</td>
<td>• Develop skills to manipulate images digitally. <strong>VA 2.3</strong></td>
</tr>
<tr>
<td>• History of Posters</td>
<td>• Create technical illustrations and vector drawings. <strong>PS A4.1</strong></td>
</tr>
<tr>
<td>• Typography</td>
<td>• Speculate on how advances in technology might change the definition and function of the visual arts. <strong>VA 5.1</strong></td>
</tr>
<tr>
<td></td>
<td>• Compare and contrast works of art, probing beyond the obvious and identifying psychological content found in the symbols and images. <strong>VA 5.2</strong></td>
</tr>
<tr>
<td></td>
<td>• Demonstrate the graphic design principles and the utilization of the grid system in applying those principles <strong>PS A1.2/AME</strong></td>
</tr>
<tr>
<td></td>
<td>• View examples of historical posters from various cultures.</td>
</tr>
<tr>
<td></td>
<td>• Create a cultural event poster for the Los Angeles area.</td>
</tr>
<tr>
<td></td>
<td>• Produce a printed product in monotone and in multicolor. <strong>PS A2.3</strong></td>
</tr>
<tr>
<td></td>
<td>• Research events from Los Angeles Cultural Affairs Department.</td>
</tr>
<tr>
<td></td>
<td>• Research the specific cultures’ motifs, symbolic colors, costumes, etc.</td>
</tr>
<tr>
<td></td>
<td>• Complete the design process.</td>
</tr>
<tr>
<td></td>
<td>• Present final product and articulate the idea behind the poster.</td>
</tr>
<tr>
<td></td>
<td>• Demonstrate how to produce single and multicolor images and know how to apply them across various types of printed products. <strong>PS A3.3</strong></td>
</tr>
<tr>
<td></td>
<td>• Understand that the modern world is an international community and requires an expanded global view. <strong>AS 9.5</strong></td>
</tr>
<tr>
<td></td>
<td>• Respect individual and cultural differences and recognize the importance of diversity in the workplace. <strong>AS 9.6</strong></td>
</tr>
<tr>
<td></td>
<td>• Create a basic layout applying images, text, and typography. <strong>PS A1.3</strong></td>
</tr>
<tr>
<td></td>
<td>• Create and choose font styles. <strong>PS A1.4</strong></td>
</tr>
<tr>
<td></td>
<td>• View examples of successful advertisements that communicate</td>
</tr>
</tbody>
</table>
### Instructional Content

**II. UC Graphic Design**  
(Continued)

**H. Advertisement**
- Functions of Advertisements
- Creativity and Gestalt Psychology
- Adobe Photoshop
  1. Photo Manipulation
  2. Scanning

### Student Outcomes
- clever and thoughtful ideas and demonstrate the use of gestalt.
  - Employ various photographic technology, processes, and materials used in graphic design. *PS A10.1*
- Create a strong conceptual advertisement that juxtaposes unexpectedness ideas.
- Create a visually effective layout that communicates an intention using graphic software that integrates graphics, text, photographic imagery, and color. *PS A3.4*
- Use electronic reference materials to gather information and produce products and services. *AS 4.1*
- Research a product – history, philosophy, and image.
- Assess the value of various information communication technologies to interact with constituent populations as part of a search of the current literature or in relation to the information task. *AS 4.6*
- Solve predictable and unpredictable work-related problems using various types of reasoning (inductive/deductive) as appropriate. *AS 5.2*
- Complete the design process.
- Present final product and articulate the idea behind the advertisement.
- Create a basic layout applying images, text, and typography. *PS A1.3*
- Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format. *AS 2.4*
- Communicate information and ideas effectively to multiple audiences using a variety of media and formats. *AS 2.5*
- Write a reflection of the process and idea.
- Identify the intentions of artists creating contemporary works of

---

<table>
<thead>
<tr>
<th>I</th>
<th>II</th>
<th>III</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC</td>
<td>OJT</td>
<td>RI</td>
</tr>
</tbody>
</table>

---

California Career Technical Education Model Curriculum Standards, Grades 7-12,  
Industry Sector/ Anchor Standards (AS): Manufacturing and Product Development (MPD), Arts, Media, and Entertainment (AME)  
Pathway Standards (PS): Graphic Production Technologies (A), Design, Visual, and Media Arts (A)  
Visual Arts Content Standards 9-12 Advanced Visual Arts (VA)  
Standards for Career Ready Practice (CRP):  
Common Core State Standards (CCSS): Language Arts (ELA); Mathematics (M)
<table>
<thead>
<tr>
<th>INSTRUCTIONAL CONTENT</th>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>II. UC Graphic Design (Continued)</td>
<td>art and explore the implications of those intentions. VA 4.2</td>
</tr>
<tr>
<td>I. Brochure</td>
<td></td>
</tr>
<tr>
<td>• Functions of Brochures</td>
<td>• View examples of variety of treatment and format of brochures.</td>
</tr>
<tr>
<td>• Format and Layout</td>
<td>• Produce a bound and finished product such as a notepad, brochure, or booklet. PS8.2</td>
</tr>
<tr>
<td>• QuarkXPress</td>
<td>• Organize and decipher important content. VA 2.5</td>
</tr>
<tr>
<td></td>
<td>• Create an aesthetically pleasing brochure with concise, but informative content.</td>
</tr>
<tr>
<td></td>
<td>• Use electronic reference materials to gather information and produce products and services. AS 4.1</td>
</tr>
<tr>
<td></td>
<td>• Research a product – history, philosophy, and image.</td>
</tr>
<tr>
<td></td>
<td>• Solve predictable and unpredictable work-related problems using various types of reasoning (inductive/deductive) as appropriate. AS 5.2</td>
</tr>
<tr>
<td></td>
<td>• Complete the design process.</td>
</tr>
<tr>
<td></td>
<td>• Present final product and articulate the idea behind the brochure.</td>
</tr>
<tr>
<td></td>
<td>• Create a basic layout applying images, text, and typography. PS A1.3</td>
</tr>
<tr>
<td></td>
<td>• Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format. AS 2.4</td>
</tr>
<tr>
<td></td>
<td>• Communicate information and ideas effectively to multiple audiences using a variety of media and formats. AS 2.5</td>
</tr>
<tr>
<td></td>
<td>• Write a reflection of the process and idea.</td>
</tr>
</tbody>
</table>
### INSTRUCTIONAL CONTENT

**II. UC Graphic Design (Continued)**

**J. Magazine Cover and Table of Content**
- History of Magazines
- Functions of Magazine Cover and Table of Contents
- Targeted Audience and Communication
- Multiple Page Technique

### STUDENT OUTCOMES

<table>
<thead>
<tr>
<th>Level</th>
<th>I</th>
<th>II</th>
<th>III</th>
</tr>
</thead>
<tbody>
<tr>
<td>RI</td>
<td>OJT</td>
<td>RI</td>
<td>OJT</td>
</tr>
</tbody>
</table>

- Develop an understanding of changes and trends in magazines according to time and culture.  
- Produce a bound and finished product such as a notepad, brochure, or booklet. *PS A8.2*
- Discuss the contemporary digital trends in creating magazines.  
- Create a basic layout applying images, text, and typography. *PS A1.4*
- Create and choose font styles. *PS A1.4*
- View changes and trends in magazines from early 1900’s to today.
- View examples of wide variety of magazines. Redesign an already existing magazine to a new contemporary look.
- Use electronic reference materials to gather information and produce products and services. *AS 4.1*
- Research a product – history changes in a magazine.
- Solve predictable and unpredictable work-related problems using various types of reasoning (inductive/deductive) as appropriate. *AS 5.2*
- Complete the design process.
- Present final product and articulate the ideas behind the magazine and why the changes were made.
- Create a basic layout applying images, text, and typography. *PS A1.3*
- Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format. *AS 2.4*
- Communicate information and ideas effectively to multiple audiences using a variety of media and formats. *AS 2.5*
### INSTRUCTIONAL CONTENT

<table>
<thead>
<tr>
<th>K. Logo Design</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>History of Logos and Symbols</strong></td>
</tr>
<tr>
<td><strong>Functions of Logos</strong></td>
</tr>
<tr>
<td>1. <strong>Purpose</strong></td>
</tr>
<tr>
<td>2. <strong>Intent</strong></td>
</tr>
<tr>
<td>3. <strong>Needs</strong></td>
</tr>
<tr>
<td><strong>Text-based Logos</strong></td>
</tr>
<tr>
<td><strong>Graphic-based Logos</strong></td>
</tr>
</tbody>
</table>

### STUDENT OUTCOMES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>I</th>
<th>II</th>
<th>III</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IC</td>
<td>CC</td>
<td>CVE</td>
</tr>
<tr>
<td>RI</td>
<td></td>
<td>OJT</td>
<td>RI</td>
</tr>
</tbody>
</table>

- Write a reflection of the process and idea.
- Reflect on historical symbols as they create an original logo design.
- Create technical illustration and vector drawings. *PS A4.1*
- Synthesize data and acquire the essence in designing logos.
- View historical and cultural motifs, crests, and logos.
- View examples of wide variety of contemporary logos.
- Design a graphic based logo.
- Research a company, restaurant, organization, etc.
- Complete the design process.
- Apply the basic graphic design principles to achieve effective visual communication. *PS A1.0*
- Demonstrate how to produce single and multicolor images and how to apply them across various types of printed products. *PS A3.3*
- Apply the processes and procedures involved in producing image files for the reproduction of single-color and multicolor products. *PS A6.0/AME A4.6*
- Present final product and discuss the intent of the design.
- Apply research methodologies and business and entrepreneurial principles to identify potential business opportunities to apply graphic and multimedia design. *PS A14.1*
- Interpret information and draw conclusions, based on the best analysis, to make informed decisions. *AS 5.4*
- Critique a peer’s logo as an art critic and write an article for a newspaper.
- Communicate information and ideas effectively to multiples audiences using a variety of media and formats. *AS 2.5*
<table>
<thead>
<tr>
<th>INSTRUCTIONAL CONTENT</th>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>II. UC Graphic Design (Continued)</strong></td>
<td><strong>III. Three-Dimensional Package Design Using the Logo</strong></td>
</tr>
<tr>
<td>Functions of Product Packaging</td>
<td></td>
</tr>
<tr>
<td>1. Purpose</td>
<td></td>
</tr>
<tr>
<td>2. Intent</td>
<td></td>
</tr>
<tr>
<td>3. Needs</td>
<td></td>
</tr>
<tr>
<td>Problems and Solutions of Three-Dimensional Design</td>
<td></td>
</tr>
<tr>
<td>Effect of the Medium</td>
<td></td>
</tr>
<tr>
<td>Use systems thinking to analyze how various components interact with each other to produce outcomes in a complex working environment. AS 5.3</td>
<td></td>
</tr>
<tr>
<td>Recognize the elements of communication using sender-receiver model. AS 2.1</td>
<td></td>
</tr>
<tr>
<td>Modify and be flexible in implementing a two-dimensional design into three-dimensional work. VA 2.1</td>
<td></td>
</tr>
<tr>
<td>Demonstrate an understanding of the psychology of color and color theory as it related to visual communication. PS A2.2</td>
<td></td>
</tr>
<tr>
<td>Identify the variations, characteristics, and functions of binding and finishing operations in the production of printed products. PS A8.1</td>
<td></td>
</tr>
<tr>
<td>Research and find solutions to design challenges. VA 2.1</td>
<td></td>
</tr>
<tr>
<td>Understand the changes in context by the changes in medium.</td>
<td></td>
</tr>
<tr>
<td>View examples of wide variety of packaging and the treatment or changes in logos in each product.</td>
<td></td>
</tr>
<tr>
<td>Communicate information and ideas effectively to multiple audiences using a variety of media and formats. AS 2.5</td>
<td></td>
</tr>
<tr>
<td>Design a bag, box, t-shirt, or other products that maybe used in a company</td>
<td></td>
</tr>
<tr>
<td>Complete the design process.</td>
<td></td>
</tr>
<tr>
<td>Apply high-quality techniques to product or presentation design and development. AS 7.5</td>
<td></td>
</tr>
<tr>
<td>Apply desktop publishing and electronic imaging software principles and processes used to prepare graphic design products. PS A3.2</td>
<td></td>
</tr>
<tr>
<td>Construct projects and products specific to the Manufacturing and Product Design sector requirements and expectations. AS 10.3</td>
<td></td>
</tr>
<tr>
<td>INSTRUCTIONAL CONTENT</td>
<td>STUDENT OUTCOMES</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| **II. UC Graphic Design** (Continued)         | • Present final product and explain the treatment of the logo in a three-dimensional work.  
• Write a reflection of the problems and solutions in working with three-dimensional design.  
• Create a portfolio, or similar collection of work, that offers evidence through assessment and evaluation of skills and knowledge competency as contained in the anchor standards, pathway standards, and performance indicators.  
  AS 11.5/AME A5.6  
• Compile a set of strong works for portfolio.  
  VA 2.2  
• Apply design strategies in selecting graphic multimedia technologies to produce dynamic effective visual communications.  
  PS A13.1/AME A2.9  
• Apply desktop publishing and electronic imaging software principles and processes used to prepare graphic design products.  
  PS A3.2  
• Modify and refine projects for portfolio presentation.  
• Prepare portfolios of their original works of art for a variety of purposes (e.g., review for post secondary application, exhibition, job application, and personal collection).  
  VA 5.3  
• Understand the professionalism and maturity required in the working industry.  
• Employ entrepreneurial practices and behaviors appropriate to Manufacturing and Product Design sector opportunities.  
  AS 11.4  
• Demonstrate proficiency in a career technical pathway that leads to certification, licensure, and/or continued learning at the postsecondary level.  
  AS 11.2  
• Apply research methodologies and business and entrepreneurial practices (two or more) to the field of study.  
  AS 11.4 |
<table>
<thead>
<tr>
<th>INSTRUCTIONAL CONTENT</th>
<th>STUDENT OUTCOMES</th>
</tr>
</thead>
</table>
|                       | principles to identify potential business opportunities to apply graphic and multimedia design. **PS A14.1**  
- Research job opportunities and post high school education.  
- Research the scope of career opportunities available and the requirements for education, training, certification, and licensure. **AS 3.4** |
# Table of Contents
Manufacturing and Product Development

## Sector Description

## Knowledge and Performance Anchor Standards
- 1.0 Academics .......................................................................................................................... 2
- 2.0 Communications .................................................................................................................. 2
- 3.0 Career Planning and Management ....................................................................................... 2
- 4.0 Technology .......................................................................................................................... 3
- 5.0 Problem Solving and Critical Thinking .............................................................................. 3
- 6.0 Health and Safety ............................................................................................................... 3
- 7.0 Responsibility and Flexibility .............................................................................................. 4
- 8.0 Ethics and Legal Responsibilities ......................................................................................... 4
- 9.0 Leadership and Teamwork .................................................................................................. 5
- 10.0 Technical Knowledge and Skills ...................................................................................... 5
- 11.0 Demonstration and Application ....................................................................................... 6

## Pathway Standards

- A. Graphic Production Technologies Pathway ......................................................................... 7
- B. Machining and Forming Technologies Pathway .................................................................. 10
- C. Welding and Materials Joining Pathway ............................................................................. 14
- D. Product Innovation and Design Pathway ............................................................................ 17

## Academic Alignment Matrix

## Appendix: CTE Model Curriculum Standards Contributors

- Appendix: CTE Model Curriculum Standards Contributors ..................................................... 30
Sector Description

The Manufacturing and Product Development sector provides a foundation for secondary students in California in manufacturing processes and systems, including graphic design production, machine tooling and forming, welding and materials joining, and product innovation and design. Students engage in an instructional program that integrates academic and technical preparation and focuses on career awareness, career exploration, and skill preparation in four pathways. The pathways emphasize real-world, occupationally relevant experiences of significant scope and depth in manufacturing. The knowledge and skills are acquired within a sequential, standards-based pathway program that integrates hands-on, project-based, and work-based instruction. Standards in this sector are designed to prepare students for entry to a career, postsecondary education, or advanced technical training.
1.0 Academics
Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment. Refer to the Manufacturing and Product Development academic alignment matrix for identification of standards.

2.0 Communications
Acquire and accurately use Manufacturing and Product Design sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats. (Direct alignment with LS 9-10, 11-12.6)

2.1 Recognize the elements of communication using a sender–receiver model.
2.2 Identify barriers to accurate and appropriate communication.
2.3 Interpret verbal and nonverbal communications and respond appropriately.
2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format.
2.5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
2.6 Advocate and practice safe, legal, and responsible use of digital media information and communications technologies.

3.0 Career Planning and Management
Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. (Direct alignment with SLS 11-12.2)

3.1 Identify personal interests, aptitudes, information, and skills necessary for informed career decision making.
3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success.
3.3 Explore how information and communication technologies are used in career planning and decision making.
3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure.
3.5 Integrate changing employment trends, societal needs, and economic conditions into career planning.
3.6 Recognize the role and function of professional organizations, industry associations, and organized labor in a productive society.
3.7 Recognize the importance of small business in the California and global economies.
3.8 Understand how digital media are used by potential employers and postsecondary agencies to evaluate candidates.
3.9 Develop a career plan that reflects career interests, pathways, and postsecondary options.
4.0 Technology
Use existing and emerging technology, to investigate, research, and produce products and services, including new information, as required in the Manufacturing and Product Design sector workplace environment. (Direct alignment with WS 11-12.6)

4.1 Use electronic reference materials to gather information and produce products and services.

4.2 Employ Web-based communications responsibly and effectively to explore complex systems and issues.

4.3 Use information and communication technologies to synthesize, summarize, compare, and contrast information from multiple sources.

4.4 Discern the quality and value of information collected using digital technologies, and recognize bias and intent of the associated sources.

4.5 Research past, present, and projected technological advances as they impact a particular pathway.

4.6 Assess the value of various information and communication technologies to interact with constituent populations as part of a search of the current literature or in relation to the information task.

5.0 Problem Solving and Critical Thinking
Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the Manufacturing and Product Design sector using critical and creative thinking, logical reasoning, analysis, inquiry, and problem-solving techniques. (Direct alignment with WS 11-12.7)

5.1 Identify and ask significant questions that clarify various points of view to solve problems.

5.2 Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate.

5.3 Use systems thinking to analyze how various components interact with each other to produce outcomes in a complex work environment.

5.4 Interpret information and draw conclusions, based on the best analysis, to make informed decisions.

6.0 Health and Safety
Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the Manufacturing and Product Design sector workplace environment. (Direct alignment with RSTS 9-10, 11-12.4)

6.1 Locate, and adhere to, Material Safety Data Sheet (MSDS) instructions.

6.2 Interpret policies, procedures, and regulations for the workplace environment, including employer and employee responsibilities.

6.3 Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies.
6.4 Set up a work area, or shop, to avoid potential health concerns and safety hazards including but not limited to ergonomics, electrical (shock), wires (tripping), fumes (lung health), noise (hearing loss), fire (burns), and so forth, incorporating ergonomics.

6.5 Practice personal safety when lifting, bending, or moving equipment and supplies.

6.6 Demonstrate how to prevent and respond to work-related accidents or injuries and emergencies.

6.7 Maintain a safe and healthful working environment.

6.8 Be informed of laws/acts pertaining to the Occupational Safety and Health Administration (OSHA).

7.0 Responsibility and Flexibility
Initiate, and participate in, a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Manufacturing and Product Design sector workplace environment and community settings. (Direct alignment with SLS 9-10, 11-12.1)

7.1 Recognize how financial management impacts the economy, workforce, and community.

7.2 Explain the importance of accountability and responsibility in fulfilling personal, community, and workplace roles.

7.3 Understand the need to adapt to changing and varied roles and responsibilities.

7.4 Practice time management and efficiency to fulfill responsibilities.

7.5 Apply high-quality techniques to product or presentation design and development.

7.6 Demonstrate knowledge and practice of responsible financial management.

7.7 Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession.

7.8 Explore issues of global significance and document the impact on the Manufacturing and Product Design sector.

8.0 Ethics and Legal Responsibilities
Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms. (Direct alignment with SLS 11-12.1d)

8.1 Access, analyze, and implement quality assurance standards of practice.

8.2 Identify local, district, state, and federal regulatory agencies, entities, laws, and regulations related to the Manufacturing and Product Development industry sector.

8.3 Demonstrate ethical and legal practices consistent with Manufacturing and Product Design sector workplace standards.

8.4 Explain the importance of personal integrity, confidentiality, and ethical behavior in the workplace.
8.5 Analyze organizational culture and practices within the workplace environment.

8.6 Adhere to copyright and intellectual property laws and regulations, and use and appropriately cite proprietary information.

8.7 Conform to rules and regulations regarding sharing of confidential information, as determined by Manufacturing and Product Design sector laws and practices.

9.0 Leadership and Teamwork

Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution as practiced in the SkillsUSA career technical student organizations. (Direct alignment with SLS 11-12.1b)

9.1 Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders.

9.2 Identify the characteristics of successful teams, including leadership, cooperation, collaboration, and effective decision-making skills as applied in groups, teams, and career technical student organization activities.

9.3 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace setting.

9.4 Explain how professional associations and organizations and associated leadership development and competitive career development activities enhance academic preparation, promote career choices, and contribute to employment opportunities.

9.5 Understand that the modern world is an international community and requires an expanded global view.

9.6 Respect individual and cultural differences and recognize the importance of diversity in the workplace.

9.7 Participate in interactive teamwork to solve real Manufacturing and Product Design sector issues and problems.

10.0 Technical Knowledge and Skills

Apply essential technical knowledge and skills common to all pathways in the Manufacturing and Product Design sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6)

10.1 Interpret and explain terminology and practices specific to the Manufacturing and Product Design sector.

10.2 Comply with the rules, regulations, and expectations of all aspects of the Manufacturing and Product Design sector.

10.3 Construct projects and products specific to the Manufacturing and Product Design sector requirements and expectations.

10.4 Collaborate with industry experts for specific technical knowledge and skills.
11.0 Demonstration and Application
Demonstrate and apply the knowledge and skills contained in the Manufacturing and Product Design anchor standards, pathway standards, and performance indicators in classroom, laboratory, and workplace settings, and through the SkillsUSA career technical student organizations.

11.1 Utilize work-based/workplace learning experiences to demonstrate and expand upon knowledge and skills gained during classroom instruction and laboratory practices specific to the Manufacturing and Product Design sector program of study.

11.2 Demonstrate proficiency in a career technical pathway that leads to certification, licensure, and/or continued learning at the postsecondary level.

11.3 Demonstrate entrepreneurship skills and knowledge of self-employment options and innovative ventures.

11.4 Employ entrepreneurial practices and behaviors appropriate to Manufacturing and Product Design sector opportunities.

11.5 Create a portfolio, or similar collection of work, that offers evidence through assessment and evaluation of skills and knowledge competency as contained in the anchor standards, pathway standards, and performance indicators.
A. Graphic Production Technologies Pathway

The Graphic Production Technologies pathway provides students with an understanding of printing and manufacturing processes and systems common to careers in the graphic arts and printing technology industries. Representative topics include the principles of design composition, graphic design and layout, typography, image generation and file preparation, photography, digital imaging, prepress preparation, printing and screen printing technologies, binding and finishing processes, multimedia blending, and business and entrepreneurship principles.

Sample occupations associated with this pathway:
- Animator
- Commercial Photographer
- Digital/Graphic Artist
- Printing Press Operator
- Production Assistant

A1.0 Apply the basic graphic design principles to achieve effective visual communication.
  A1.1 Identify the relationships between space, color, image, and content.
  A1.2 Demonstrate the graphic design principles and the utilization of the grid system in applying those principles.
  A1.3 Create a basic layout applying images, text, and typography.
  A1.4 Create and choose font styles.

A2.0 Demonstrate an understanding of the psychology of color and color theory as it relates to visual communication.
  A2.1 Understand the science of color spectrum and other aspects of color as it relates to hue, value, and chroma.
  A2.2 Explain the differences between methods used to describe color, including cyan, magenta, yellow, black (CMYK) and red, green, blue (RGB).
  A2.3 Produce a printed product in monotone and in multicolor.

A3.0 Apply graphic design software and desktop publishing as a means of creating effective communication.
  A3.1 Differentiate between and operate Macintosh (Mac) and personal computer (PC) platforms for development.
  A3.2 Apply desktop publishing and electronic imaging software principles and processes used to prepare graphic design products.
  A3.3 Demonstrate how to produce single and multicolor images and know how to apply them across various types of printed products.
A3.4 Create a visually effective layout that communicates an intention using graphic software that integrates graphics, text, photographic imagery, and color.

A3.5 Produce a printed product that demonstrates the application of graphic design principles and color theory using desktop publishing and electronic imaging software.

A4.0 Demonstrate technical illustration and vector drawing skills.
   A4.1 Create technical illustration and vector drawings.
   A4.2 Convert and edit formats including encapsulated postscript (eps), drawing (dwg), and portable document file (pdf).

A5.0 Adhere to the prepress process and procedures required to reproduce single-color and multicolor printing.
   A5.1 Gain proficiency in applying the principles and processes used to prepare design work for the prepress phase of graphic design.
   A5.2 Explain the differences in prepress for different output printing methods.
   A5.3 Produce a printed product with the use of desktop publishing and electronic imaging software starting with the prepress phase through to reproduction.

A6.0 Apply the processes and procedures involved in producing image files for the reproduction of single-color and multicolor products.
   A6.1 Identify the variables that affect the image transfer process for reproduction.
   A6.2 Employ the process for creating image files that are appropriate for graphic design reproduction and specified printing requirements.

A7.0 Develop a proficiency in applying the processes and procedures required for the reproduction of printed products and the image transfer process.
   A7.1 Explain how various processes may be used to produce multiple-imaged copies.
   A7.2 Identify the variables that affect the image transfer process.
   A7.3 Produce a single-color and multicolor quality project applying the procedures and image transfer processes with a minimum of waste.

A8.0 Understand various binding and finishing processes.
   A8.1 Identify the variations, characteristics, and functions of binding and finishing operations in the production of printed products.
   A8.2 Produce a bound and finished product such as a notepad, brochure, or booklet.

A9.0 Demonstrate an understanding of the screen printing process.
   A9.1 Identify the various applications of screen printing and the outcomes it produces.
   A9.2 Identify materials and operations used in the screen printing process.
A9.3 Identify the variables that affect the image and results of the screening process.
A9.4 Produce a screen printed product on various substrates using appropriate inks and procedures.

A10.0 Understand the analog and digital photographic applications.
A10.1 Employ various photographic technology, processes, and materials used in graphic design.
A10.2 Identify the visual characteristics and differences between analog and digital outputs.
A10.3 Apply the principles of composition and lighting used in photography.
A10.4 Produce black-and-white and color images under natural and studio lighting conditions in both analog and digital output.

A11.0 Apply various animation and motion graphic software to create dynamic visual communication outcomes.
A11.1 Explore and apply animated effects to the elements of design, which include text, color, and imagery.
A11.2 Produce a visually dynamic communication project that applies animated effects to various elements of the design.

A12.0 Demonstrate a proficiency in digital video production and the postproduction process.
A12.1 Identify the functions involved in the preproduction, production, and postproduction phases of video production.
A12.2 Apply digital video technology processes and procedures used in producing a multimedia project.
A12.3 Produce a digital media project from a storyboard utilizing current production and postproduction technologies.

A13.0 Understand and apply integrated graphic multimedia technologies, combining graphics, photographic imagery, motion graphics and animation, video, and special effects.
A13.1 Apply design strategies in selecting graphic multimedia technologies to produce dynamic effective visual communication.
A13.2 Practice the steps in producing an integrated graphic multimedia project designed to inform, teach, or sell.
A13.3 Produce an integrated graphic multimedia project.

A14.0 Identify the different industries that utilize graphic design and identify other potential business opportunities for graphic design applications.
A14.1 Apply research methodologies and business and entrepreneurial principals to identify potential business opportunities to apply graphic and multimedia design.
B. Machining and Forming Technologies Pathway

The Machine and Forming Technologies pathway provides students with an understanding of manufacturing processes and systems common to careers in machine tool and materials forming industries. Representative topics include trade vocabulary; shop math; basic material identification; proper use of hand and machine tools; reading precision measuring tools within .001" and the interpretation of machined and formed-part prints; the cutting, shaping, fastening, and finishing of machined parts; fixtures: forging, molding (casting), cold forming, and shearing processes.

Sample occupations associated with this pathway:
- CAD/CAM Specialist
- CNC Machinist
- Manufacturing Engineer
- Materials/Supply Management Specialist
- Quality Assurance Technician

B1.0 Validate that a provided part meets specifications from its engineering drawing by comparing specifications (geometric dimensioning and tolerancing) and by demonstrating proper technique using appropriate precision measuring tools.

B1.1 Identify and describe how the isometric and the orthographic views and the tolerance, scale, and material from an engineering drawing are used with an actual part.

B1.2 Demonstrate the correct use of precision measuring tools such as vernier and dial calipers, height gages, and micrometers utilizing both English and Metric systems.

B1.3 Demonstrate the correct use of a gage block (set) to check a part or to calibrate the accuracy of other precision measuring tools.

B1.4 Explain calibration, tolerancing, and conditions that cause parts to fall out of tolerance.

B2.0 Describe and layout a project according to specifications or engineering drawings. Demonstrate proper technique with layout tools and work-holding devices such as three- and four-jaw chucks, collet chucks, angle plates, sine bars, parallels, and v-blocks to machine a real part.

B2.1 Describe and then contrast when to use work-holding fixtures, such as v-block, angle plate, toe clamp, vises, chucks, or custom fixtures.

B2.2 Describe and demonstrate how to indicate a vice on a milling machine to “square up” a block on a mill using a micrometer and a precision square measure to confirm that the block is square.

B2.3 Use a dividing head or turn table to demonstrate the proper procedure for indexing a part requiring flats, hex, or equally spaced geometry per print specifications.

B2.4 Use a surface plate, surface gage, height gage, prick and center punches, scribe, layout dye, and other appropriate tools to locate hole centers, radii, and locations matching the specifications provided.
B2.5 Describe and demonstrate the engine lathe by grinding a high speed tool bit focusing on the tool cutting geometry and tip radius, speeds and feeds for the materials being cut and using their tool bit and precision measuring tool, machine a part within specifications.

B3.0 Research and compare the properties of two metals using two different material specifications and a process specification.

B3.1 Classify the difference between ferrous and nonferrous metals and contrast low-, medium-, and high-carbon steels by their common uses in industry.

B3.2 Describe both the alloys from their classification systems utilizing Unified Numbering System (UNS) or American Iron and Steel Institute-Society of Automotive Engineers (AISI-SAE) and explain how characteristics such as the Rockwell Hardness Test affect machining operations.

B3.3 Demonstrate how to calculate, then revise the calculations, for spindle speed and feed rate, for both alloy examples, for either a vertical mill or a lathe.

B4.0 Demonstrate a cutoff saw operation(s) to produce a length of bar stock to specification.

B4.1 Using a length of bar stock and a process specification or drawing, cut a length of bar stock matching the cut list and demonstrate no sharp edges.

B4.2 Cut one steel bar and one aluminum plate determining the correct or optimal blade material (carbon steel, high speed, or bimetal), the proper sawtooth set to use for each, and explain why.

B5.0 Demonstrate bending, shaping, other metal forming, and fabrication techniques, including processes such as basic hand filing, knurling on a lathe, forging metal shapes or objects, green sand casting, sheet metal machines, spot welding equipment or rivets, cold form bending with cold forming machinery or homemade devices, and shapes (tooling) to achieve a specific design specification.

B5.1 Discuss and demonstrate the wide variety of metal cutting hand files: materials, sizes, shapes, cuts, and tooth configurations.

B5.2 Describe and demonstrate the care and use of the common file which can be used to form radii on a variety of commercially available metals or those that have been casted or forged.

B5.3 Describe and demonstrate cold forming (i.e. knurling on a lathe).

B5.4 Describe and demonstrate the safe use of the open forge, anvil, and tooling to custom shape hot metal.

B5.5 Describe and demonstrate the process of making a pattern, mulling and chemistry of the green sand, the use of parting powder, and ramming the casting flasks.

B5.6 Describe and demonstrate the safety procedures of heating and pouring the metal (aluminum, brass, or bronze) from a crucible furnace.
B5.7 Produce a cast part and finish to specifications.
B5.8 Describe and demonstrate the safe use of sheet metal shears, box and pan breaks, bar folders, spot welders, and riveting tools.
B5.9 Complete a layout project using a detailed set of sequential instructions to manufacture the project to plan specifications.

B6.0 Identify and select the right grinding wheel; perform wheel dressing; and grind the provided part/material to the size and surface finish specifications provided.
B6.1 Set up and safely operate pedestal and surface grinders.
B6.2 Recommend a choice of grinding wheels for a variety of conditions determining which ones are serviceable for use and selecting the right size, mounting, and dressing for grinding.
B6.3 Complete a part in semi-finished (oversize) state; square-up and finish the block to the tolerance for size, surface finish, and squareness specified by the plan or drawing.

B7.0 Perform a series of routine boring operations from a set of specifications or a drawing and explain the selection of proper tools (drill, reamer, countersink, spot facer, counter bore, tap, and center drill) for each step of the process.
B7.1 Set up and safely operate a drill press.
B7.2 Square-up and lay out a block according to provided drawing and/or specifications.
B7.3 Drill, tap, or ream holes according to specifications.
B7.4 Research the proper material machinability and tooling recommendations from trade resources such as 'Machinery's Handbook'; choose the correct tool and holder; and calculate the spindle rpm and the feed rate for holes.
B7.5 Perform secondary operations on each hole to specification including: reaming, countersinking, counter boring, tapping, and deburring.
B7.6 Use a pin gage or thread gage to validate each hole or that a tapped thread meets specifications.

B8.0 Describe and demonstrate the machining of an external and internal taper, knurled part, and threaded and bored part on an engine lathe to plan specification or drawing to produce a part and measure each end diameter within tolerance.
B8.1 Demonstrate proper cutting tool selection and speeds for an engine lathe.
B8.2 Set up and safely operate an engine lathe taper attachment or turning center.
B8.3 Produce a shoulder-bushing to the specification of the drawing provided.

B9.0 Produce parts to specification using a boring head or angular cutting with a sine bar, a keyway, and pockets with a typical vertical mill.
B9.1 Set up and safely operate a vertical milling machine.
B9.2 Demonstrate proper cutting tool selection and speeds and demonstrate an efficient setup to minimize work-holding setups.

B9.3 Produce a part with keyway to specification demonstrating proper end mill selection, proper tool-path, and proper speeds.

B9.4 Mill an angular surface on a square block using a vice, sine bar, and gage blocks; measure angle to ensure it meets the specification.

B10.0 Produce parts to specifications or drawings provided on a computer numerical controlled (CNC) mill or lathe. Demonstrate common functions or controls through manual input and through programmed (stored) input. Introduce basic G and M Code Programming focusing on the use of the Cartesian coordinate system and machine axis.

B10.1 Discuss and demonstrate the setup and safe operation of a CNC turning or milling center: the setup of tools in tool holders; referencing the vice or chuck to the machine's control; and referencing the cutting tool to the machine's control.

B10.2 Demonstrate control panel commands to perform basic milling or turning commands for motion of the tool path along the coordinate axis.

B10.3 Convert a provided three-dimensional (3-D) or computer-aided design (CAD) data set to a set of machine instructions (G code) and then run the program producing the part to specifications provided.

B10.4 Demonstrate a tooling change and tool selection to complete a multistep process on a CNC milling or turning center.

B10.5 Produce a part with tight-radius pocket features by demonstrating proper cutting tool selection, proper tool-path, and proper speeds on a CNC milling machine.

B11.0 Understand and defend the purposes and processes of inspection and quality control in machining and forming processes.

B11.1 Identify and explain machining and forming imperfections and their causes.

B11.2 Identify and explain destructive and nondestructive examination practices.

B11.3 Describe the reasons for inspection and quality control in the manufacturing of machined and formed parts.

B11.4 Analyze and identify the steps to check for distortion, misalignment, and poor fit before and after and machining or forming a part.

B11.5 Perform continuous online quality control inspections of machined and formed parts.

B11.6 Evaluate and know how to troubleshoot performance problems of machined and formed parts.
C. Welding and Materials Joining Pathway

The Welding and Materials Joining pathway provides students with an understanding of manufacturing processes and systems common to careers in welding and related industries. The following pathway standards are based on, but not limited to, well established American Welding Society (AWS) EG2.0 Guidelines for the Entry Level Welder. Representative topics include the interpretation and layout of welded and assembled-part prints, cutting, mechanical bonding, joining, cohesive bonding, adhesive bonding, and mechanical fastening.

Sample occupations associated with this pathway:
- Metal Fabricator
- Sales
- Welders, Cutters, and Fitters
- Welding Inspector
- Welding Engineer

C1.0 Interpret and demonstrate the planning and layout operations used in the welding processes.
- C1.1 Use current information technology ideation and design process systems in the manufacturing of welded parts and products.
- C1.2 Interpret scaled welding blueprints; gather design and materials information; perform calculations; and use the detail to plan, lay out, and produce parts or finished products.
- C1.3 Analyze welding symbols on drawings, specifications, and welding procedure specifications.
- C1.4 Critique the design parameters across welding processes to produce a welded part or product.

C2.0 Understand and demonstrate how materials can be processed through the use of welding tools and equipment.
- C2.1 Introduce joint preparation methods and explain how to identify joint specifications.
- C2.2 Use standard and new emerging welding tools and equipment, such as oxygen fuel cutting (OFC), plasma arc cutting (PAC), and carbon arc cutting (CAC) to cut materials for the purpose of completing a finished product that meets the standards of the AWS or a similar industry standard.
- C2.3 Use welding tools and equipment such as oxy fuel welding (OFW), shielded metal arc welding (SMAW), gas metal arc welding (GMAW), flux-cored arc welding (FCAW), gas tungsten arc welding (GTAW), forge, and furnace to combine or join manufactured parts and products resulting in a finished product that meets the standards of the AWS or a similar industry standard.
- C2.4 Compare and contrast the physical qualities of various industrial materials and how these qualities affect the ability of the materials to be processed to produce useful welded parts and products.
C3.0 Differentiate and apply various types of welding assembly processes.
C3.1 Use welding tools such as OFW, SMAW, GMAW, FCAW, GTAW, forge, and furnace and the equipment and assembly processes appropriate to the design criteria of a specific product to result in a finished part or product that meets the standards of the AWS or similar industry welding standards.
C3.2 Produce bonded industrial materials by using adhesive such as flow, pressure, and fusion welding.
C3.3 Compare and contrast existing material bonding methods with future innovative bonding processes.

C4.0 Understand finishing processes and the differences between various types of finishing materials used in the manufacture of welded parts and products.
C4.1 Employ and explain the steps to be taken, and the choices to be made, in finishing welded materials.
C4.2 Apply the processes used for finishing welded materials.
C4.3 Assess how to select an appropriate finishing process to meet the design criteria of a specific welded product.

C5.0 Understand and defend the purposes and processes of inspection and quality control in welding manufacturing processes.
C5.1 Identify and explain weld imperfections and their causes.
C5.2 Identify and explain destructive and nondestructive examination practices.
C5.3 Describe the reasons for inspection and quality control in the manufacturing of welded parts.
C5.4 Analyze and identify the steps to check for distortion, joint misalignment, and poor fit-up before and after welding.
C5.5 Perform continuous online quality control inspections of welded parts.
C5.6 Evaluate and know how to troubleshoot performance problems of welding systems.

C6.0 Explore and understand various welding systems that require standard hand and machine tools.
C6.1 Select and use appropriate welding tools, equipment, and inspection devices to manufacture parts or products.
C6.2 Compare and contrast the various welding systems used in conventional manufacturing industries in order to select and use appropriate tools, equipment, and inspection devices.
C6.3 Research new and emerging welding systems and their effects on the standard hand and machine manufacturing industry.
C7.0 Understand various automated welding systems, welding design for manufacturing, flexible manufacturing systems, and materials resource planning.

C7.1 Recognize materials and processes in relation to welding systems.

C7.2 Understand the importance of maintaining documentation for welding systems.

C7.3 Distinguish between welding processes involved in the following manufacturing systems: "just in time," design for manufacturing, flexible manufacturing systems, and materials resource planning.

C7.4 Use computers to design and produce welded products, write numerical control programs, and control robots.

C7.5 Compare and contrast the ways in which emerging welding systems may be integrated into current manufacturing processes.

C8.0 Understand various joining or combining processes, including welding processes used in manufacturing, maintenance, and repair.

C8.1 Recognize the importance of base metal preparation and joint fit-up and alignment.

C8.2 Analyze and be able to defend various welding processes used to complete a fabrication, an assembly, or a repair.

C8.3 Produce a completed fabrication, an assembly, or a repair by using appropriate joining and mechanical fastening techniques and processes.

C9.0 Understand how a manufacturing company is organized and the elements of welding production management.

C9.1 Know how scheduling, quality control, accident prevention, and inventory control are used efficiently and appropriately in a welding production management system.

C9.2 Understand that a welding production management system includes planning, engineering, organizing, and controlling resources and manufacturing processes.

C9.3 Diagram corporate structures that affect welding production.
D. Product Innovation and Design Pathway

The Product Innovation and Design pathway provides students with an understanding of the design and manufacturing technologies common to careers in the fields of product design and manufacturing. Representative topics include the product design and development process, the principles of design, computer aided design, fabrication and manufacturing processes, sustainability, and the principles of business, entrepreneurship, and global design.

Sample occupations associated with this pathway:
- Commercial/Industrial Designer
- CAD Designer
- Model Maker
- Product Developer
- Product Manager

D1.0 Understand the basic product design and development process as it relates to the design of a product, line of products, system design, or services.

D1.1 Identify the variations in the product design and development process as it relates to the designing of a product, product line, system design, or service.

D1.2 Apply and identify the various phases of the product design development process to an existing product, product line, system design, or service.

D2.0 Understand and apply research methodologies as a means to identify a need, problem, or opportunity for a new product, product line, system design, or service.

D2.1 Employ research methodologies, using primary research and electronic reference materials, to gather information relevant to the topic or area of opportunity.

D2.2 Organize information to identify and define an area of opportunity, need, or problem that can be resolved through design.

D2.3 Identify potential design areas (e.g., product, product line, system design, or service) that would address the need, problem, or opportunity.

D2.4 Research and identify the user demographic for the product, product line, system design, or service (local, national, global market).

D3.0 Understand and apply various ideation techniques to develop ideas and concepts.

D3.1 Apply ideation techniques to explore and produce multiple concepts.

D3.2 Edit concepts and identify key idea(s) that solve the problem, fulfill a need, or address an opportunity.

D3.3 Assess the environmental impact of the design solution and other sustainability issues and product life cycle considerations.

D3.4 Synthesize information and experiment with nontraditional possibilities for innovative design solutions.
D4.0 Apply various two-dimensional (2-D) graphic and/or three-dimensional (3-D) modeling techniques to development concept.

D4.1 Create a preliminary design of a product concept utilizing drawing, computer software (graphic or CAD), and/or conceptual model fabrication techniques.

D4.2 Identify materials, mechanisms, technologies, and other requirements (e.g., safety, manufacturing, sustainability) the concept may require.

D4.3 Analyze and assess the strengths and weaknesses in the design, function, ergonomics, features, and benefits and identify possible resolutions for improvement.

D5.0 Develop the concept into a well-defined product for prototyping.

D5.1 Produce technical drawings and other specifications required for the prototyping or manufacturing of the product.

D5.2 Recognize the safety issues related to the reliability, functionality, and use of the product.

D5.3 Communicate and collaborate with fabricators, manufacturers, engineers, technologists, or other industry experts to review requirements and specifications and to validate the design.

D6.0 Produce a prototype of a product.

D6.1 Build a looks-like, works-like prototype of the model using the appropriate fabrication, manufacturing, or reproduction techniques or technologies.

D6.2 Assess the outcome of the prototype product and analyze any issues that need redesigning or refining related to function, construction, or other factors.

D6.3 Resolve and/or redesign issues with a prototype.

D7.0 Evaluate the prototype to determine if it meets the requirements and objectives.

D7.1 Create a performance criteria and a quality standard to measure and evaluate a prototype.

D7.2 Test the functionality and other features of the prototype against the performance criteria and quality standard and evaluate the results.

D7.3 Identify any redesigning or additional corrections required to improve the overall quality, look, and performance of the prototype model.

D8.0 Understand and apply basic business and entrepreneurial principles and identify potential markets and/or other business opportunities for distribution of the product.

D8.1 Apply research methodologies to identify potential investors or business opportunities to market the product.

D8.2 Create a marketing plan for the product that includes target consumer, price, product name, brand, and product positioning in the retail market.
D9.0 Produce a package design concept for a product or line of products.

D9.1 Understand physical packaging construction and materials used; e.g., chipboard, cardboard, PVC, plastic blisters, etc. as it relates to protecting the product, costs, and logistic requirements.

D9.2 Understand and apply packaging graphic strategies that effectively communicate and influence the purchasing of the product.

D9.3 Create a packaging concept utilizing drawing computer software (graphic or CAD).

D9.4 Produce a physical package with graphics for the product.

D10.0 Produce a presentation of the product, product line, system design, or service.

D10.1 Create a presentation of the design solution (e.g., product, product line, system design, or service) that effectively communicates its features and benefits.

D10.2 Integrate into the presentation a marketing plan that may include an advertisement, promotion, and packaging/retail strategy using one or more visual communication tools (e.g., graphics, multimedia).
## Academic Alignment Matrix

### MANUFACTURING AND PRODUCT DEVELOPMENT

#### ENGLISH LANGUAGE ARTS

<table>
<thead>
<tr>
<th>Language Standards – LS – (Standard Area, Grade Level, Standard #)</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-12.3. Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening.</td>
<td>A3.0, A13.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reading Standards for Literature – RSL – (Standard Area, Grade Level, Standard #)</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-12.4. Determine the meaning of words and phrases as they are used in the text, including figurative and connotative meanings; analyze the impact of specific word choices on meaning and tone, including words with multiple meanings or language that is particularly fresh, engaging, or beautiful.</td>
<td>A2.0, A5.0, A6.0, A8.0, A9.0, A12.0, A13.0, A14.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reading Standards for Informational Text – RSIT – (Standard Area, Grade Level, Standard #)</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-12.7. Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.</td>
<td>A1.0, A13.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reading Standards for Literacy in Science and Technical Subjects – RLST – (Standard Area, Grade Level, Standard #)</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-12.2. Determine the central ideas or conclusions of a text; summarize complex concepts, processes, or information presented in a text by paraphrasing them in simpler but still accurate terms.</td>
<td>A3.0</td>
</tr>
<tr>
<td>11-12.3. Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.</td>
<td>A9.0, A10.0, A12.0, A13.0, A14.0</td>
</tr>
<tr>
<td>11-12.4. Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.</td>
<td>A2.0, A5.0, A6.0, A8.0, A9.0, A12.0, A13.0, A14.0</td>
</tr>
<tr>
<td>MANUFACTURING AND PRODUCT DEVELOPMENT</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>A. Graphic Production Technologies</strong></td>
<td><strong>B. Machining and Forming Technologies</strong></td>
</tr>
<tr>
<td><strong>Academic Alignment Matrix</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Reading Standards for Literacy in Science and Technical Subjects – RLST – (Standard Area, Grade Level, Standard #)</strong></td>
<td></td>
</tr>
<tr>
<td>11-12.6. Analyze the author's purpose in providing an explanation, describing a procedure, or discussing an experiment in a text, identifying important issues that remain unresolved.</td>
<td>A1.0</td>
</tr>
<tr>
<td>11-12.7. Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.</td>
<td>A13.0</td>
</tr>
<tr>
<td>11-12.10. By the end of grade 12, read and comprehend science/technical texts in the grades 11-12 text complexity band independently and proficiently.</td>
<td>A1.0, A2.0, A3.0</td>
</tr>
<tr>
<td><strong>Writing Standards – WS – (Standard Area, Grade Level, Standard #)</strong></td>
<td></td>
</tr>
<tr>
<td>11-12.3 Write narratives to develop real or imaged experiences or events using effective technique, well-chosen details, and well-structured event sequences.</td>
<td>A3.0</td>
</tr>
<tr>
<td>11-12.6. Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.</td>
<td>A1.0, A2.0, A3.0, A11.0</td>
</tr>
<tr>
<td>11-12.7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.</td>
<td>A1.0</td>
</tr>
<tr>
<td>11-12.8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation including footnotes and endnotes.</td>
<td>A3.0, A13.0</td>
</tr>
<tr>
<td>11-12.9. Draw evidence from literary or informational texts to support analysis, reflection, and research.</td>
<td>A1.0, A3.0, A13.0</td>
</tr>
</tbody>
</table>
## Academic Alignment Matrix

### MANUFACTURING AND PRODUCT DEVELOPMENT

| Writing Standards for Literacy in History/Social Studies, Science, and Technical Subjects – WHSST – (Standard Area, Grade Level, Standard #) | PATHWAYS |
| --- | --- | --- | --- | --- |
| **A. Graphic Production Technologies** | **B. Machining and Forming Technologies** | **C. Welding and Materials Joining** | **D. Product Innovation and Design** |
| 11-12.6. Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information. | A1.0, A2.0, A3.0, A11.0 | | D8.0 |
| 11-12.7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. | A14.0 | B3.0 | D7.0 |
| 11-12.8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the specific task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation. | | B3.0 | D7.0, D9.0 |
| 11-12.9. Draw evidence from informational texts to support analysis, reflection, and research. | B1.0 | B3.0 | C5.0, C9.0 | D7.0, D9.0 |

### MATHEMATICS

**Algebra – A-CED – Creating Equations**

*Create equations that describe numbers or relationships*

1. Create equations and inequalities in one variable including ones with absolute value and use them to solve problems in and out of context, including equations arising from linear functions.
   - 1.1 Judge the validity of an argument according to whether the properties of real numbers, exponents, and logarithms have been applied correctly at each step. (CA Standard Algebra II - 11.2)
   - C1.0 | D4.0 |

2. Create equations in two or more variables to represent relationships between quantities; graph equations on coordinate axes with labels and scales.
   - A1.0 | B5.0 | D4.0, D5.0, D9.0 |

3. Represent constraints by equations or inequalities, and by systems of equations and/or inequalities, and interpret solutions as viable or nonviable options in a modeling context. For example, represent inequalities describing nutritional and cost constraints on combinations of different foods.
   - D2.0, D3.0 |

4. Rearrange formulas to highlight a quantity of interest, using the same reasoning as in solving equations. For example, rearrange Ohm’s law \( V = IR \) to highlight resistance \( R \).
   - B3.0, B7.0 |
## Academic Alignment Matrix

<table>
<thead>
<tr>
<th>MANUFACTURING AND PRODUCT DEVELOPMENT</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A. Graphic Production Technologies</td>
</tr>
<tr>
<td><strong>Algebra – A-REI – Reasoning with Equations and Inequalities</strong></td>
<td></td>
</tr>
<tr>
<td>Understand solving equations as a process of reasoning and explain the reasoning</td>
<td></td>
</tr>
<tr>
<td>1. Explain each step in solving a simple equation as following from the equality of numbers asserted at the previous step, starting from the assumption that the original equation has a solution. Construct a viable argument to justify a solution method.</td>
<td></td>
</tr>
<tr>
<td>2. Solve simple rational and radical equations in one variable, and give examples showing how extraneous solutions may arise.</td>
<td></td>
</tr>
<tr>
<td>Solve systems of equations</td>
<td>B10.0</td>
</tr>
<tr>
<td>6. Solve systems of linear equations exactly and approximately (e.g., with graphs), focusing on pairs of linear equations in two variables.</td>
<td></td>
</tr>
<tr>
<td>9. (+) Find the inverse of a matrix if it exists and use it to solve systems of linear equations (using technology for matrices of dimension 3 x 3 or greater).</td>
<td>B10.0</td>
</tr>
<tr>
<td><strong>Functions – F-IF – Interpreting Functions</strong></td>
<td></td>
</tr>
<tr>
<td>Understand the concept of a function and use function notation</td>
<td></td>
</tr>
<tr>
<td>1. Understand that a function from one set (called the domain) to another set (called the range) assigns to each element of the domain exactly one element of the range. If f is a function and x is an element of its domain, then f(x) denotes the output of f corresponding to the input x. The graph of f is the graph of the equation y = f(x).</td>
<td></td>
</tr>
<tr>
<td>2. Use function notation, evaluate functions for inputs in their domains, and interpret statements that use function notation in terms of a context.</td>
<td></td>
</tr>
<tr>
<td>Interpret functions that arise in applications in terms of the context</td>
<td></td>
</tr>
<tr>
<td>4. For a function that models a relationship between two quantities, interpret key features of graphs and tables in terms of the quantities, and sketch graphs showing key features given a verbal description of the relationship. Key features include: intercepts; intervals where the function is increasing, decreasing, positive, or negative; relative maximums and minimums; symmetries; end behavior; and periodicity.</td>
<td></td>
</tr>
</tbody>
</table>
## Academic Alignment Matrix

### MANUFACTURING AND PRODUCT DEVELOPMENT

<table>
<thead>
<tr>
<th>Functions – F–LE – Linear, Quadratic, and Exponential Models</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Distinguish between situations that can be modeled with linear functions and with exponential functions.</td>
<td></td>
</tr>
<tr>
<td>a. Prove that linear functions grow by equal differences over equal intervals, and that exponential functions grow by equal factors over equal intervals.</td>
<td>A1.0, A2.0</td>
</tr>
<tr>
<td>b. Recognize situations in which one quantity changes at a constant rate per unit interval relative to another.</td>
<td></td>
</tr>
<tr>
<td>c. Recognize situations in which a quantity grows or decays by a constant percent rate per unit interval relative to another.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Geometry – G-C – Circles</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Identify and describe relationships among inscribed angles, radii, and chords. Include the relationship between central, inscribed, and circumscribed angles; inscribed angles on a diameter are right angles; the radius of a circle is perpendicular to the tangent where the radius intersects the circle.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B9.0</td>
</tr>
<tr>
<td></td>
<td>C1.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Geometry – G-CO – Congruence</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Know precise definitions of angle, circle, perpendicular line, parallel line, and line segment, based on the undefined notions of point, line, distance along a line, and distance around a circular arc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B1.0, B2.0, B5.0</td>
</tr>
<tr>
<td></td>
<td>C1.0</td>
</tr>
<tr>
<td>2. Represent transformations in the plane using, e.g., transparencies and geometry software; describe transformations as functions that take points in the plane as inputs and give other points as outputs. Compare transformations that preserve distance and angle to those that do not (e.g., translation versus horizontal stretch).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B2.0, B5.0</td>
</tr>
<tr>
<td></td>
<td>C1.0</td>
</tr>
<tr>
<td>5. Given a geometric figure and a rotation, reflection, or translation, draw the transformed figure using, e.g., graph paper, tracing paper, or geometry software. Specify a sequence of transformations that will carry a given figure onto another.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B1.0, B5.0</td>
</tr>
<tr>
<td></td>
<td>C1.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Make geometric constructions</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. Make formal geometric constructions with a variety of tools and methods (compass and straightedge, string, reflective devices, paper folding, dynamic geometric software, etc.). Copying a segment; copying an angle; bisecting a segment; bisecting an angle; constructing perpendicular lines, including the perpendicular bisector of a line segment; and constructing a line parallel to a given line through a point not on the line.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B2.0, B5.0</td>
</tr>
<tr>
<td></td>
<td>C1.0</td>
</tr>
<tr>
<td></td>
<td>D6.0</td>
</tr>
</tbody>
</table>
## Academic Alignment Matrix

### MANUFACTURING AND PRODUCT DEVELOPMENT

<table>
<thead>
<tr>
<th>Geometry – G-GMD – Geometric Measurement and Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visualize relationships between two-dimensional and three-dimensional objects</td>
</tr>
<tr>
<td>5. Determine how changes in dimensions affect the perimeter, area, and volume of common geometric figures and solids.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number and Quantity – N-Q – Quantities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reason quantitatively and use units to solve problems</td>
</tr>
<tr>
<td>1. Use units as a way to understand problems and to guide the solution of multi-step problems; choose and interpret units consistently in formulas; choose and interpret the scale and the origin in graphs and data displays.</td>
</tr>
<tr>
<td>2. Define appropriate quantities for the purpose of descriptive modeling.</td>
</tr>
<tr>
<td>3. Choose a level of accuracy appropriate to limitations on measurement when reporting quantities.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistics and Probability – S-IC – Making Inferences and Justifying Conclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understand and evaluate random processes underlying statistical experiments</td>
</tr>
<tr>
<td>1. Understand statistics as a process for making inferences about population parameters based on a random sample from that population.</td>
</tr>
<tr>
<td>2. Decide if a specified model is consistent with results from a given data-generating process, e.g., using simulation. For example, a model says a spinning coin falls heads up with probability 0.5. Would a result of 5 tails in a row cause you to question the model?</td>
</tr>
</tbody>
</table>

### PATHWAYS

<table>
<thead>
<tr>
<th>A. Graphic Production Technologies</th>
<th>B. Machining and Forming Technologies</th>
<th>C. Welding and Materials Joining</th>
<th>D. Product Innovation and Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1.0</td>
<td>D6.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B1.0</td>
<td>C1.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B1.0</td>
<td>C8.0</td>
<td>D4.0, D5.0</td>
<td></td>
</tr>
<tr>
<td>D4.0, D5.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A6.0, A7.0</td>
<td>D1.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A6.0, A7.0</td>
<td>C4.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A6.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B7.0</td>
<td>C6.0</td>
<td>D2.0</td>
<td></td>
</tr>
</tbody>
</table>
# Academic Alignment Matrix

## MANUFACTURING AND PRODUCT DEVELOPMENT

<p>| Statistics and Probability – S-ID – Interpreting Categorical and Quantitative Data | PATHWAYS |
|---|---|---|---|---|
| <strong>Summarize, represent, and interpret data on a single count or measurement variable</strong> | | | | |
| 1. Represent data with plots on the real number line (dot plots, histograms, and box plots). | A9.0 | B7.0 | C1.0 | D2.0 |
| <strong>Summarize, represent, and interpret data on two categorical and quantitative variables</strong> | | | | |
| 5. Summarize categorical data for two categories in two-way frequency tables. Interpret relative frequencies in the context of the data (including joint, marginal, and conditional relative frequencies). Recognize possible associations and trends in the data. | | A2.0 | C9.0 | D7.0 |
| <strong>Calculus – C</strong> | | | | |
| 4.0 Students demonstrate an understanding of the formal definition of the derivative of a function at a point and the notion of differentiability: | | | C7.0 |
| 4.1 Students demonstrate an understanding of the derivative of a function as the slope of the tangent line to the graph of the function. | | | |
| 4.2 Students demonstrate an understanding of the interpretation of the derivative as an instantaneous rate of change. Students can use derivatives to solve a variety of problems from physics, chemistry, economics, and so forth that involve the rate of change of a function. | | | |
| 4.3 Students understand the relation between differentiability and continuity. | | | |
| 4.4 Students derive derivative formulas and use them to find the derivatives of algebraic, trigonometric, inverse trigonometric, exponential, and logarithmic functions. | | | |
| 14.0 Students apply the definition of the integral to model problems in physics, economics, and so forth, obtaining results in terms of integrals. | | B6.0, B10.0 |
| 15.0 Students demonstrate knowledge and proof of the fundamental theorem of calculus and use it to interpret integrals as anti-derivatives. | | B6.0, B10.0 |
| 16.0 Students use definite integrals in problems involving area, velocity, acceleration, volume of a solid, area of a surface of revolution, length of a curve, and work. | | B6.0, B10.0 |
| 17.0 Students compute, by hand, the integrals of a wide variety of functions by using techniques of integration, such as substitution, integration by parts, and trigonometric substitution. They can also combine these techniques when appropriate. | | B6.0, B10.0 |</p>
<table>
<thead>
<tr>
<th>MANUFACTURING AND PRODUCT DEVELOPMENT</th>
<th>PATHWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A. Graphic Production Technologies</td>
</tr>
<tr>
<td>Calculus – C (continued)</td>
<td></td>
</tr>
<tr>
<td>18.0 Students know the definitions and properties of inverse trigonometric functions and the expression of these functions as indefinite integrals.</td>
<td></td>
</tr>
<tr>
<td>19.0 Students compute, by hand, the integrals of rational functions by combining the techniques in standard 17.0 with the algebraic techniques of partial fractions and completing the square.</td>
<td></td>
</tr>
<tr>
<td>20.0 Students compute the integrals of trigonometric functions by using the techniques noted above.</td>
<td></td>
</tr>
<tr>
<td>SCIENCE</td>
<td></td>
</tr>
<tr>
<td>Scientific and Engineering Practices – SEP</td>
<td></td>
</tr>
<tr>
<td>1. Asking questions (for science) and defining problems (for engineering)</td>
<td>A1.0, A2.0, A7.0</td>
</tr>
<tr>
<td>2. Developing and using models</td>
<td>A2.0</td>
</tr>
<tr>
<td>3. Planning and carrying out investigations</td>
<td>A6.0, A7.0</td>
</tr>
<tr>
<td>4. Analyzing and interpreting data</td>
<td>B1.0, B3.0</td>
</tr>
<tr>
<td>5. Using mathematics and computational thinking</td>
<td>B1.0, B2.0, B4.0, B5.0, B6.0, B7.0, B9.0, B10.0</td>
</tr>
<tr>
<td>6. Constructing explanations (for science) and designing solutions (for engineering)</td>
<td>A2.0, A5.0, A6.0, A7.0</td>
</tr>
<tr>
<td>7. Engaging in argument from evidence</td>
<td>A3.0</td>
</tr>
<tr>
<td>8. Obtaining, evaluating, and communicating information</td>
<td>A1.0, A2.0, A3.0, A12.0, A13.0</td>
</tr>
<tr>
<td>Crosscutting Concept – CC</td>
<td></td>
</tr>
<tr>
<td>1. Patterns</td>
<td>A1.0, A8.0, A9.0, A11.0</td>
</tr>
<tr>
<td>2. Cause and effect: Mechanism and explanation</td>
<td>A2.0, A3.0, A11.0</td>
</tr>
</tbody>
</table>
### Academic Alignment Matrix

**MANUFACTURING AND PRODUCT DEVELOPMENT**

<table>
<thead>
<tr>
<th>Crosscutting Concept – CC (continued)</th>
<th>A. Graphic Production Technologies</th>
<th>B. Machining and Forming Technologies</th>
<th>C. Welding and Materials Joining</th>
<th>D. Product Innovation and Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Scale, proportion, and quantity</td>
<td>A1.0, A4.0, A11.0</td>
<td>B1.0, B10.0</td>
<td>C1.0, C9.0</td>
<td>D4.0</td>
</tr>
<tr>
<td>4. Systems and system models</td>
<td>A2.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Energy and matter: Flows, cycles, and conservation</td>
<td>B1.0, B3.0</td>
<td>C2.0, C3.0</td>
<td>D2.0, D3.0</td>
<td></td>
</tr>
<tr>
<td>6. Structure and function</td>
<td>B1.0, B3.0</td>
<td>C5.0</td>
<td>D4.0</td>
<td></td>
</tr>
<tr>
<td>7. Stability and change</td>
<td>B1.0, B3.0</td>
<td>C5.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Physical Sciences – PS**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>C2.0, C3.0</td>
<td>C2.0, C3.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>C2.0, C3.0</td>
<td></td>
</tr>
</tbody>
</table>

**Earth and Space Sciences – ESS**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A1.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Engineering, Technology, and the Applications of Science – ETS**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A1.0, A9.0, A11.0</td>
<td>A1.0, B5.0, B8.0, B9.0, B10.0</td>
<td>C1.0, C2.0, C3.0, C4.0, C5.0, C6.0, C7.0</td>
<td>D1.0, D2.0, D3.0, D4.0, D10.0</td>
</tr>
</tbody>
</table>
### Academic Alignment Matrix

#### MANUFACTURING AND PRODUCT DEVELOPMENT

<table>
<thead>
<tr>
<th>PATHWAYS</th>
<th>A. Graphic Production Technologies</th>
<th>B. Machining and Forming Technologies</th>
<th>C. Welding and Materials Joining</th>
<th>D. Product Innovation and Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering, Technology, and the Applications of Science – ETS (continued)</td>
<td>A1.0, A8.0, A9.0, A11.0</td>
<td>A1.0, B5.0, B8.0, B9.0, B10.0</td>
<td>C1.0, C2.0, C3.0, C4.0, C5.0, C6.0, C7.0</td>
<td>D1.0, D2.0, D3.0, D4.0, D10.0</td>
</tr>
</tbody>
</table>

#### HISTORY/SOCIAL SCIENCE

**Principles of American Democracy and Economics – AD**

12.8 Students evaluate and take and defend positions on the influence of the media on American political life.

**Principles of Economics – PE**

12.2 Students analyze the elements of America’s market economy in a global setting.

12.4 Students analyze the elements of the U.S. labor market in a global setting.

**U.S. History and Geography – US**

11.2 Students analyze the relationship among the rise of industrialization, large-scale rural-to-urban migration, and massive immigration from Southern and Eastern Europe.

11.5 Students analyze the major political, social, economic, technological, and cultural developments of the 1920s.

11.6 Students analyze the different explanations for the Great Depression and how the New Deal fundamentally changed the role of the federal government.

11.7 Students analyze America’s participation in World War II.

**World History, Culture, and Geography – WH**

10.3 Students analyze the effects of the Industrial Revolution in England, France, Germany, Japan, and the United States.

10.11 Students analyze the integration of countries into the world economy and the information, technological, and communications revolutions (e.g., television, satellites, computers).
Appendix: CTE Model Curriculum Standards Contributors

Manufacturing and Product Development

Lloyd McCabe, Administrator, California Department of Education
Michelle Oliveira, Education Consultant, California Department of Education

Standards Review Team

- Dan Binsfield, Instructor, Kern High School District
- Kathy Colby, Vice President, Lakos Manufacturing
- Dick Herman, President, 101 Manufacturing
- Glenn Mattsson, President, Nussivo Engineering Consultants
- Mark McDowell, District Manager, Lincoln Electric
- Mike Morris, Instructor, Butte County Regional Occupational Program
- Robert Page, Productivity Center Manager, Sandvik Coromant
- Chuck Taber, District Manager, MPD
- Alan Urquhart, Owner, Alan Urquhart Photography and Design

Standards Writing Team

- Dan Binsfield, Instructor, Kern High School District
- Dick Herman, President, 101 Manufacturing
- Lance Gunnersen, Instructor, Davis Joint Unified School District
- Mark Martin, Director, Center for Applied Competitive Technologies
- Glenn Mattsson, President, Nussivo Engineering Consultants
- Steve McAdam, Chair Product Design, Otis School of Design
- Mark McDowell, District Manager, Lincoln Electric
- Mike Morris, Instructor, Butte County Regional Occupational Program
- Dan Sunia, Instructor, Petaluma Joint Union High School District
- Jarred Tunison, Operations Manager, National Plastics
- Alan Urquhart, Owner, Alan Urquhart Photography and Design
Common Core Alignment Team
   Autumn Chapman, Instructor, Oakland Unified School District
   Pamela Davis, Instructor, Sacramento City Unified School District
   Kristi Leonard, Instructor, Lake Tahoe Unified School District
   Marcia McAllister, Instructor, Sacramento City Unified School District
   Sofia Paez-Valdez, Instructor, Pasadena Unified School District
   Sherry Penaflor, Instructor, Coachella Valley Unified School District
   Zach Ronnenberg, Instructor, Davis Joint Unified School District
   Russell Wong, Instructor, Pasadena Unified School District
UC Graphic Design Proficiencies

(Please choose from the following proficiencies – not to exceed 35 lines)

1. Uses technical skills and academic knowledge.
2. Communicates effectively.
3. Researches, accesses and manages career-related resources.
4. Develops a career plan and life goals.
5. Accepts personal and responsible citizenship.

Demonstrates the following job skills:
6. Understands the roles and purpose of graphic design in the society.
7. Knows the similarities and differences in the purposes of design toward focused market.
8. Demonstrates aesthetic valuing.
9. Understands the development of design from the past to the present.
10. Demonstrates ability to describe the role that technologies have on globalizing the field of graphic design.
11. Identifies the evolution of styles and anesthetics through the cultural influences.
12. Understands the development of elements and principles of design in the western tradition.
13. Uses the language of visual art when analyzing artwork.
14. Demonstrates ability to describe the use of elements of design in artwork from around the world.
15. Understands how the principles of design are used or not used in different cultures.
16. Creates a 3”x3” composition incorporating principles of design with elements of design on drawing paper using color pencils, pens, and inks.
17. Knows the color scheme and applies them in creating artwork.
18. Identifies color scheme used in advertisements, logos, etc.
19. Manipulates and creates images on the computer.
20. Creates a color wheel using paint.
21. Creates a value scale using paint.
22. Uses Adobe Illustrator to create a composition incorporating principles of design with geometric and organic shape containing color schemes.
23. Demonstrates ability to use just squares to communicate emotions such as calm, anger, tension, playful, humorous, and excitement.
24. Understands the design process.
25. Understands the style and trends in posters throughout history.
26. Knows how to manipulate images digitally.
27. Creates a cultural event poster for the Los Angeles area.
28. Demonstrates creativity and originality through research and analyzing concepts, aesthetics, and historical trends.
29. Uses digital photography.
30. Creates an advertisement.
31. Creates an aesthetically pleasing brochure.
32. Understands the changes and trends in magazines according to time and culture.
33. Redesigns an already existing magazine to a new contemporary look.
34. Designs a graphic based logo.
35. Modifies a two-dimensional design into a three-dimensional work.
36. Designs a bag, box, t-shirt or other products that maybe used in a company.
37. Understands the professionalism and maturity required in the working industry.

Effective 2013-2014