CORRELATION of **Florida Digital Design** 1 to **Graphic Communications: Digital Design and Print Essentials**

Standards/Objectives/Indicators	Textbook Pages
16.00 Demonstrate knowledge of digital publishing concepts. The student will be able to:	
16.01 Define the terms commonly used in digital publishing.	**Instruction:** p. 20, Digital Publishing pp. 118–119, Typeface Terminology pp. 107–111, Image Measurement pp. 184–223, Chapter 9 Digital Prepress and Production pp. 278–283, Standards, Regulations, and Color Models pp. 306–319, Chapter 13 Digital Printing **Application:** p. 225, Review Questions #1–28 pp. 321–322, Review Questions #1–16
16.02 Identify the characteristics of paper (e.g., weight and point).	**Instruction:** pp. 355–361, Paper Characteristics pp. 106–107, Paper Weight pp. 350–354, Paper Types **Application:** pp. 365–366, Review Questions #5, 7, 10, and 12–14 p.366, Apply and Analyze # 3, 4, and 5 p. 367, Suggested Activities #3 p. 114, Review Questions #12 p. 115, Apply and Analyze #3
16.03 Apply different types of color (e.g., RGB, CMYK, Pantone Color Matching System, and HEX).	**Instruction:** pp. 250–275, Chapter 11 Color pp. 209–211, Color of Images p. 281, The Pantone System **Application:** p. 275, Suggested Activities #5 p. 226, Review Questions #20 p. 227, Apply and Analyze #5
16.04 Identify software used in digital publishing.	**Instruction:** pp. 107–111, Image Measurement

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	pp. 186–187, Computer Platforms p. 290, Color Correction p. 317, Digital Asset Management **Application:** p. 225, Review Questions #9 p. 227, Suggested Activities #2 p. 322, Review Questions #14
16.05 Differentiate between raster (bitmap) and vector graphic images.	**Instruction:** p. 8, column 1 paragraph 2 p. 198, Vector pp. 198–199, Raster **Application:** p. 226, Review Questions #12 p. 227, Apply and Analyze #3 p. 227, Critical Thinking #2
16.06 Compare and contrast image formats (e.g., BMP, EPS, GIF, JPEG, PDF, PNG, RAW, and TIF).	**Instruction:** pp. 211–216, Resolution p. 233, File Formats **Application:** p. 226, Review Questions #22 p. 247, Review Questions #5 p. 248, Apply and Analyze #2 and #3
17.00 Demonstrate knowledge of basic digital imaging The student will be able to:	
17.01 Demonstrate proper use of scanners, digital cameras, and various input devices.	**Instruction:** pp. 228–238, Chapter 10 Image Capture **Application:** pp. 247–248, Review Questions #7 and #9 p. 248, Apply and Analyze #1 p. 248, Critical Thinking #1 p. 249, Suggested Activities #1 and #3
17.02 Identify the attributes of line art, grayscale, duotone, spot color and the four-color process.	**Instruction:** p. 278, column 2 paragraph 1 pp. 289–290, Color Conversion p. 210, first full paragraph p. 281–283, Using Spot and Process Colors **Application:** p. 303–304, Review Questions #6 and #7 p. 305, Critical Thinking #1

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18.00 Demonstrate proficiency in the safe and ethical use of the Internet to locate information. The student will be able to:	
18.01 Understand the principles of copyright.	**Instruction:** pp. 55–56, Copyright Laws and Ethics pp. 426–427, Copyright Laws **Application:** p. 430, Review Questions #13 p. 430, Apply and Analyze #5 p. 430, Critical Thinking #2 p. 64, Review Questions #10–13 p. 65, Suggested Activities #4
18.02 Identify and apply Copyright Fair Use guidelines.	**Instruction:** p. 56, Fair Use p. 427, Column 1 Paragraph 3–4 **Application:** p. 65, Apply and Analyze #4
18.03 Demonstrate an understanding of safe and ethical Internet usage.	**Instruction:** p. 55–56, Copyright Laws and Ethics p. 57, Academic Link: Digital Citizenship **Application:** p. 65, Suggested Activities #4 and #5
19.00 Identify project requirements, define project planning, and understand the design process. The student will be able to:	
19.01 Identify the purpose, audience, and the needs of the audience for the preparation of design projects.	**Instruction:** p. 162–163, The Process of Graphic Design **Application:** p. 172, Review Questions #17–18 p. 173, Suggested Activities #5 and #6
19.02 Research and describe the implications of audience, purpose/message, and time constraints relative to a design project.	**Instruction:** p. 162–163, The Process of Graphic Design p. 6, Column 2 paragraph 3–4 **Application:** p. 172, Review Questions #17–18 p. 173, Critical Thinking #1 and #3 pg. 173 Suggested Activities #6
19.03 Determine project specifications.	**Instruction:** p. 166–167, Job Specifications p. 162, What **Application:**

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	p. 173, Review Questions #24 p. 173, Critical Thinking #1 p. 173 Suggested Activities #6 and #7
19.04 Define design criteria and design constraints.	**Instruction:** pp. 146–157, Elements of Design pp. 157–159, Principles of Design ppg. 163–164, The Process of Graphic Design **Application:** p. 173 Suggested Activities #6 and #7
19.05 Produce basic thumbnail sketches and rough designs.	**Instruction:** pp. 165–166, Developing a Layout p. 9, Page Composition **Application:** p. 173, Review Questions #23 p. 183, Suggested Activities #2
19.06 Identify project management tasks and responsibilities.	**Instruction:** p. 33, Production Manager **Application:** p. 45, Know and Understand #7 p. 46, Critical Thinking #4
20.00 Perform page layout and measurement activities. The student will be able to:	
20.01 Determine the appropriate type of basic layout for a specified problem (e.g., audience and purpose).	**Instruction:** pp. 160–169, starting at Layout **Application:** pp. 172–173, Review Questions #15–26 p. 173, Apply and Analyze #4–5 p. 173, Critical Thinking #1
20.02 Identify distinct components in a layout (e.g., headlines, subheads, and body copy).	**Instruction:** pp. 160–169, starting at Layout p. 163, Text p. 163, Display Type **Application:** p. 173, Suggested Activities #2 p. 173, Critical Thinking #1 p. 172, Review Questions #19 and #20
20.03 Demonstrate basic use of typography (e.g., visual hierarchy, proximity, alignment, contrast, and repetition).	**Instruction:** pp. 116–140, Chapter 6 Typography pp. 157–159, Principles of Design

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	p. 160, Gestalt Principles **Application:** p.143, Suggested Activities #1–4 p. 143, Critical Thinking #1–2 p. 172, Review Questions #13–14
20.04 Compare and contrast units of measurement (e.g., inches, centimeters, millimeters, points, picas, and pixels).	**Instruction:** pp. 98–101, Metric System pp. 101–103, Type Measurement p. 108, Resolution **Application:** p. 115, Critical Thinking #1 p. 115, Suggested Activities #2–3 pp. 113–114, Review Question #1–8 and #17
20.05 Produce a variety of design layouts (e.g., flyers, postcards, brochures, business cards, and letterhead).	**Instruction:** p. 162, What pp. 166–167, Job Specifications pg. 165–169, Developing a Layout p. 111, Document Setup **Application:** p. 173, Critical Thinking #1 p. 173, Suggested Activities #2, #6, and #7
20.06 Incorporate clip art, images, borders, and other special effects into a layout.	**Instruction:** pp. 160–161, Composition p. 164, Graphics p. 124, Script or Cursive pp. 242–245, Image Manipulation **Application:** p. 173, Suggested Activities #1 and #2 p. 248, Review Questions #14 and #15
20.07 Select the appropriate color format and resolution for a variety of purposes (e.g., web and print).	**Instruction:** pp. 209–211, Color of Images pp. 211–216, Resolution pp. 262–263, Printed Color **Application:** p. 226, Review Questions #21 p. 227, Critical Thinking #2
21.00 Demonstrate an understanding of color and its role in digital design. The student will be able to:	
21.01 Understand the color wheel and its uses.	**Instruction:** pp. 154–155, Color Wheel

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	pp. 155–157, Color Harmony pp. 255–258, The Color Wheels **Application:** p. 171, Review Questions #9 and #10 p. 273, Review Question #5 p. 275, Critical Thinking #2
21.02 Describe the spectral colors in the visible light spectrum.	**Instruction:** pp. 252–253, Principles of Light pp. 266–270, The Human Visual System p. 260, Column 1 paragraph 2 **Application:** p. 273, Review Questions #1–3 p. 274, Apply and Analyze #1 p. 275, Suggested Activities #1
21.03 Define and explain the terminology related to color (e.g., Chroma, lightness, saturation, hue, intensity, luminance/value, shade, and tint).	**Instruction:** pp. 257–259, starting at Shades and Tints pp. 154–155, column 2 paragraph 2 **Application:** pp. 273–274, Review Questions #6–9 p. 274, Apply and Analyze #2 p. 275, Suggested Activities #2 and #4
21.04 Describe the difference between additive and subtractive color mixing.	**Instruction:** p. 262–263, Additive and Subtractive Color Formation p. 262, column 1 paragraph 1 p. 154, column 1 paragraph 2–3 p. 192, column 1 paragraph 3 **Application:** p. 275, Critical Thinking #2
21.05 Compare and contrast RGB and CYMK color models as used in digital design.	**Instruction:** pp. 209–211, Gamut p. 211, Color Management pp. 262–263, Additive and Subtractive Color Formation **Application:** p. 273, Review Question #4 p. 275, Critical Thinking #2
21.06 Demonstrate the application of color theory to design practices.	**Instruction:** p. 256, Complementary Colors **Application:**

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	p. 273, Review Questions #5
22.00 Demonstrate a basic understanding of typography. The student will be able to:	
22.01 Define and describe the terminology related to character and line spacing (e.g., leading, kerning, tracking, baseline shift, and ligature).	**Instruction:** pp. 128–131, Letterspacing and Wordspacing pp. 102–103, Measuring Point Size pp. 118–119, Typeface Terminology **Application:** p. 115, Critical Thinking #1 p. 114, Review Questions #8 p. 142, Review Questions #15, 17, and 18 p. 143 Apply and Analyze #3
22.02 Identify the characteristics and psychology of type, type families, type series, and type styles.	**Instruction:** pp. 136–137, Choosing the Right Typeface pp. 122–125, Typeface Classifications pp. 125–127, Typeface Families, Series, and Fonts pp. 137–139, Web Typography **Application:** p. 142, Review Questions #30, 23, and 24 p. 143, Critical Thinking #1 p. 143, Suggested Activities #1, 4
22.03 Understand the installation and application of fonts.	**Instruction:** pp. 126–127, Type font pp. 137–139, Web Typography pp. 207–209, Fonts **Application:** p. 142, Review Questions #21 and #25 p. 143, Critical Thinking #2
23.00 Demonstrate an understanding of elements and principles of design. The student will be able to:	
23.01 Identify the elements of design (line, shape, mass, color, texture, etc.).	**Instruction:** pp. 146–157, Elements of Design **Application:** p. 173, Apply and Analyze #1 p. 173, Suggested Activities #1 and #3
23.02 Identify the principles of design (variety, movement, emphasis, balance, space, etc.).	**Instruction:** pp. 157–159, Principles of Design **Application:** p. 173, Apply and Analyze #2 p. 173, Suggested Activities #2

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24.00 Demonstrate basic skill in digital photography. The student will be able to:	
24.01 Demonstrate knowledge of ethics related to digital images/imaging; examine legal and content-related issues.	**Instruction:** pp. 55–56, Copyright Law and Ethics **Application:** p. 65, Critical Thinking #3 p. 65, Suggested Activities #5
24.02 Demonstrate the operation of a digital camera (typical features/modes).	**Instruction:** pp. 231–232, Digital Cameras and Camera Backs pp. 232–233, Digital Camera Considerations pp. 233–235, Digital Camera Components and Features **Application:** p. 248, Apply and Analyze #1 p. 248, Critical Thinking #1 p. 249, Suggested Activities #1–3
24.03 Apply effective design principles in digital photography compositions (e.g., rule of thirds).	**Instruction:** pp. 160–162, Composition p. 161, Rule of Thirds **Application:** p.173, Suggested Activities #4 and #8
24.04 Develop an understanding of metadata and the digital photography workflow.	**Instruction:** p. 233, File Formats pp. 241–242, Image File Storage and Transfer p. 317, Digital Asset Management **Application:** p. 248, Apply and Analyze #2 and #3 p. 248, Critical Thinking #1 p. 249, Suggested Activities #2
25.00 Demonstrate skills in the use of raster software applications. The student will be able to:	
25.01 Demonstrate basic knowledge of the tools and techniques for using a raster-based software application.	**Instruction:** p. 198–199, Rater p. 193, Computer-to-Plate Devices pp. 285–286, Monitor Limitations **Application:** p. 227, Suggested Activities #7 p. 249, Suggested Activities #4 p. 305, Suggested Activities #5
25.02 Demonstrate skill in importing, transforming and cropping images.	**Instruction:**

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	pp. 205–207, Importing Graphics pp. 242–245, Image Manipulation **Application:** p. 227, Critical Thinking #2 p. 249, Suggested Activities #3 and #4 p. 248, Review Question #14 and #15
25.03 Create and edit images/photographs using digital imaging software (e.g., layers, image editing, adjustments, filters, and selections).	**Instruction:** pp. 242–245, Image Manipulation **Application:** p. 249, Suggested Activities #3 and #4 p. 248, Review Question #14 and #15
25.04 Demonstrate skill in raster image manipulation, color correction, and special effects.	**Instruction:** p. 242, column 1 paragraph 4 p. 278, column 1 last paragraph pp. 290–291, Color Correction pp. 242–245, Image Manipulation **Application:** p. 303, Review Questions #1 p. 305, Apply and Analyze #1 and #4
25.05 Demonstrate an understanding of image resolution and compression factors such as transmission speed, color reduction, and delivery media parameters.	**Instruction:** pp. 211–212, Resolution pp. 238–241, Image Resolution pp. 214–216, File Compression p. 279, column 1 paragraph 1 **Application:** p. 227, Critical Thinking #2
26.00 Demonstrate basic skills in the use of vector software applications. The student will be able to:	
26.01 Demonstrate basic knowledge of the tools and techniques for using vector software applications.	**Instruction:** pp. 205–207, Importing Graphics p. 198, Vector **Application:** p. 227, Apply and Analyze #3
26.02 Create and edit various illustrations using vector software (e.g., line art, drawing basics, transforming/applying effects to objects, painting, type and type effects, and layers).	**Instruction:** p. 198, Vector **Application:** p. 227, Suggested Activity #6 and #7
27.00 Demonstrate basic technical skills using a desktop publishing application. The student will be able to:	

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27.01 Determine the activities and implications of content preparation and proofreading.	**Instruction:** pp. 194–195, Preparing Content pp. 216–218, Proofreading pp. 221–223, Production Proofs pp. 218–219, Preflighting **Application:** p. 227, Apply and Analyze #7–9 p. 227, Suggested Activities #4
27.02 Incorporate scanned and digital photographs into documents comprising a specified design (e.g., poster, brochure, card, and advertisement).	**Instruction:** pp. 237–238, Scanners **Application:** p. 227, Suggested Activities #2 p. 248, Review Questions #9
27.03 Proofread manually and digitally.	**Instruction:** pp. 216–218, Proofreading pp. 297–300, Proofing **Application:** p. 227, Apply and Analyze #7–9
28.00 Develop an awareness of the emerging technologies associated with digital design. The student will be able to:	
28.01 Compare and contrast emerging technologies relative to their role in digital design (e.g., wireless, cloud-based, mobile, portable devices, and kiosks).	**Instruction:** pp. 318–319, Advantages and Disadvantages of Digital Printing p. 188–189, column 2 last paragraph p. 189, column 2 paragraph starting with “Cloud Based Storage” p. 208, Cloud-Based Font Services pp. 241–242, Image File Storage and Transfer p. 317, Digital Asset Management **Application:** p. 227, Suggested Activities #8
28.02 Describe social media as a form of digital design.	**Instruction:** p. 6, Why is Communication Important? p. 31, Social Media Specialist **Application:** p. 65, Apply and Analyze #6
28.03 Describe the emergent and evolving nature of software applications used in interactive design.	**Instruction:** p. 20, Digital Publishing p. 42, Technological Growth

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	Application: p. 323, Critical Thinking #2 p. 323, Suggested Activity #3
28.04 Explain how the use of advanced image sensing devices have altered the manner in which communication takes place, especially those utilizing Quick Response (QR) Codes and other forms of two-dimensional bar coding techniques.	**Instruction:** p. 191, Mobile Devices **Application:** p. 225, Review Questions #6 p. 227, Suggested Activity #9
29.00 Demonstrate understanding in page layout using desktop publishing applications. The student will be able to	
29.01 Design a document using grids and formats.	**Instruction:** p. 168, Grid and Margins p. 205, Templates and Baseline Grid **Application:** p. 173, Apply and Analyze #5 p. 173, Suggested Activities #4 p. 173, Review Questions #26
29.02 Produce documents integrating the Elements and Principles of Art and Design.	**Instruction:** pp. 144–169, Chapter 7 Design and Layout **Application:** p. 173, Apply and Analyze #1–4 p. 173, Suggested Activities #1, 3 pp. 171–172, Review Questions #1, 3–5, and #11–13
30.00 Demonstrate an understanding of career opportunities and requirements in the field of digital design. The student will be able to:	
30.01 Discuss individual interests related to a career in digital design.	**Instruction:** pp. 28–38, Careers in the Graphic Communications Industry pp. 38–39, Preparing for a Career in the Graphic Communications Industry pp. 40–42, Entrepreneurship **Application:** p. 46, Critical Thinking #1–3 p. 46, Suggested Activities #2
30.02 Identify the skills required of a digital designer.	**Instruction:** pp. 30–31, Creative Positions pp. 38–39, Preparing for a Career in the Graphic Communications Industry p. 55, Work Habits

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	Application: p. 65, Critical Thinking #1 p. 45, Review Questions #5 p. 46, Critical Thinking #2
30.03 Explore career opportunities in the field of digital design.	**Instruction:** pp. 28–38, Careers in the Graphic Communications Industry p. 165, Career Link: Graphic Designer p. 222, Career Link: Preflight Technician p. 236, Career Link: Digital Photographer p. 266, Career Link: Color Specialist **Application:** p. 46, Critical Thinking #1–3 p. 46, Apply and Analyze #1 p. 65, Suggested Activities #1
30.04 Explore secondary and post-secondary educational opportunities related to digital design.	**Instruction:** pp. 50–51, Education **Application:** p. 63, Review Questions #1–3
30.05 Identify job search platforms.	**Instruction:** p. 39, Finding a Job p. 55, Finding a Job **Application:** p. 65, Apply and Analyze #3

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