

Colorado BMEF CTE Course – Scope and Sequence

Course Name	Graphic Design	Course Details	Credits = .5 (Semester)		
		Course = 0.50 Carnegie Unit Credit	Level 3		
Course Description	Focuses upon the study of design layout and conceptual elements concerning graphic design projects such as posters, advertisements, logos, and brochures				
Note	This is a suggested scope and sequence for the course content in a BMEF Pathway. The content will work with any textbook or instructional resource. If locally adapted, make sure all competencies are covered. Course aligns to CCNS (MGD1033). Additional resources may be available through the Technology CTE Pathway . The appropriate Technology/IT/Multimedia Credential is required to teach this class in the BMEF pathway. Please contact your local community college for further information regarding opportunities for credit.				
SCED Identification # 12998		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Unit 1: Media and Processes (Traditional & Computer-Generated)	3 Weeks		Competency I — Use a variety of media and processes to create graphic designs. • ID traditional tools (pens, markers, rulers, cameras) • ID digital tools (Adobe Illustrator, Photoshop, InDesign, Canva) • Demonstrate safe, appropriate use of both media types	Produce one traditional hand-drawn design and one digital design; compare via reflection journal. Assessment: Project rubric + comparison essay.	FBLA: Graphic Design, Visual Design, Digital Animation, Digital Video Production, Introduction to Business DECA: Integrated Marketing Campaign Events, Principles of Marketing

Unit 2: Media-Specific Skills (Type, Layout, Visuals, Paper, Mechanicals)	4 Weeks		Competency II — Demonstrate knowledge of vocabulary, materials, and basic technology. • Apply typography principles (font families, hierarchy, kerning, leading) • Create multi-column layouts using grid systems • Select appropriate paper weights/finishes • Set up mechanical specs: bleed, trim, safe zone	Design a two-sided trifold brochure demonstrating layout grid, type hierarchy, and mechanical specs. Assessment: Rubric covering layout accuracy, typographic choices, and technical production specs.	FBLA: Graphic Design, Visual Design, Advertising, Introduction to Marketing Concepts, Social Media Strategies, Intro to Social Media Strategy DECA: Integrated Marketing Campaign Events, Business Services, Marketing Communications, Principles of Marketing
Unit 3: Visual Elements (Line, Shape, Value, Texture, Color, Space, Perspective)	5 Weeks		Competency III — Identify and apply the visual elements to graphic design problems. • Purposeful use of line (direction, weight, implied lines) • Distinguish geometric vs. organic shapes • Apply value/contrast to create depth • Incorporate actual and implied texture • Apply color theory: hue, saturation, value, color schemes • Utilize positive/negative space • Apply linear and spatial/atmospheric perspective	Complete a 7-panel visual elements exploration portfolio (one panel per element). Summative poster applying all seven elements. Assessment: Portfolio rubric + peer critique.	FBLA: Graphic Design, Visual Design, Digital Animation, Digital Video Production, Introduction to Business, Public Service Announcement DECA: Integrated Marketing Campaign Events, Principles of Marketing, Entrepreneurship Series,

					Innovation Plan
Unit 4: Principles of Composition (Balance, Scale, Proportion, Movement, Dominance, Harmony, Unity)	4 Weeks	National Standards for Business Education: Communication	Competency IV — Select, analyze, and compose graphics and layouts that communicate ideas. • Apply symmetrical, asymmetrical, and radial balance • Demonstrate scale/proportion to create visual hierarchy • Create implied movement and visual flow • Establish dominance through size, color, and position • Apply rhythm, repetition, and harmony • Achieve unity while incorporating variety	Redesign an existing advertisement, demonstrating all seven composition principles with annotations identifying each. Assessment: Annotated design critique + written analysis.	FBLA: Graphic Design, Visual Design, Advertising, Digital Animation, Social Media Strategies, Broadcast Journalism, Intro to Social Media Strategy DECA: Integrated Marketing Campaign Events, Marketing Management TDM, Buying & Merchandising TDM, Principles of Marketing
Unit 5: Subject Matter (Representational, Abstraction, Non-Representational, Historical Perspective)	4 Weeks		Competency V — Utilize design principles to generate graphics emphasizing self-expression and creativity. • Create representational imagery (logos, icons, illustrations) • Transform realistic subjects into abstract forms • Design non-representational compositions using pure form/color/line • Research a historical design movement (Bauhaus, Art Deco, Swiss Style, etc.) • Apply historical design principles to a contemporary project	Three-part project: one representational, one abstract, and one non-representational version of the same concept. Includes 5-min historical design research presentation with visual examples. Assessment: Project trio rubric + presentation scoring guide.	FBLA: Graphic Design, Visual Design, Digital Animation, Public Service Announcement, Broadcast Journalism, Digital Video Production, Future Business Leader DECA: Innovation Plan, Entrepreneurship Series,

					Integrated Marketing Campaign Events, Business Operations Research, Sports & Entertainment Mktg Series
Unit 6: Professionalism (Criticism, Evaluation & Portfolio Presentation)	3 Weeks	National Standards for Business Education: Career Development	Competency VI — Assemble and assess a presentation of your work demonstrating professionalism. • Apply formal critique methodology (describe, analyze, interpret, evaluate) • Give and receive constructive feedback using design vocabulary • Curate and organize a cohesive digital and/or physical portfolio • Present portfolio to an authentic audience (peer review, community panel) • Reflect on growth and set future design goals	Assemble a digital portfolio (minimum 8 pieces with artist statements). Deliver a 10-minute portfolio presentation to a mock client panel. Assessment: Portfolio rubric + presentation rubric + self-reflection essay.	FBLA: Graphic Design, Visual Design, Career Portfolio, Future Business Leader, Job Interview, Public Speaking, Business Ethics, Social Media Strategies DECA: Career Development Project (PMCD) Community Awareness Project (PMCA) Integrated Marketing Campaign – Product (IMCP) Integrated Marketing Campaign – Service (IMCS) Professional Selling (PSE) Marketing Communications Series (MCS)



Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.

