

## CONTENT AREAS FOR GRAPHIC DESIGN

	Content Areas	Competencies	Descriptive statement	Course Objectives/Outcomes (Dok)				Total
				Level 1 (Recall)	Level 2 (Skills)	Level 3 (Strategic Thinking)	Level 4 (Extended Thinking)	
1	Meaning and Scope of Graphic Design	<p>1.1 Demonstrate knowledge of the meaning of Graphic Design.</p> <p>1.2 Demonstrate knowledge of various careers and vocations in Graphic Design.</p>	<p>1.1.1 Explain the concept of Graphic Design.</p> <p>1.1.2 Compare Graphic Design to other Visual Art areas.</p> <p>1.2.1 Identify the various careers in Graphic Design.</p> <p>1.2.2 Identify the various vocations in Graphic Design.</p> <p>1.2.3 Differentiate between careers and vocations in Graphic Design.</p>	5	2	4	1	12
2	Typography	<p>2.1 Demonstrate knowledge of the concept of typography.</p> <p>2.2 Demonstrate understanding of classification of typefaces.</p> <p>2.3 Demonstrate skills of spacing in lettering.</p>	<p>2.1.1 Explain the concept of typography.</p> <p>2.1.2 Illustrate the anatomy of letters.</p> <p>2.3.1 Describe characteristics of typefaces.</p> <p>2.3.2 Construct san-serif typefaces.</p> <p>2.3.3 Differentiate between san-serif and serif typefaces.</p> <p>2.4.1 Analyse the types of spacing in lettering.</p> <p>2.4.2 Apply the concept of spacing in constructing Words.</p>	2	3	6	4	15

3	Basic Design and Colour Work	<p>3.1 Demonstrate knowledge in the application of colours.</p> <p>3.2 Demonstrate understanding of elements of design.</p> <p>3.3 Demonstrate understanding of the principles of design.</p>	<p>3.1.1 Describe the relationship on the colour wheel.</p> <p>3.1.2 Explain various terminologies used in colour work.</p> <p>3.1.3 Analyze the significance of colour in the Society.</p> <p>3.2.1 Identify elements of design.</p> <p>3.2.2 Illustrate the elements of design.</p> <p>3.2.3 Relate the elements of design to the Environment.</p> <p>3.3.1 Describe the principles of design.</p> <p>3.3.2 Analyze the principles of design in 2-D and 3-D artworks.</p> <p>3.3.3 Apply the elements and principles of design to create artwork.</p> <p>3.3.4 Compare and contrast the principles of design.</p> <p>3.3.5 Relate the principles of design to the Environment.</p>	3	3	4	3	<b>13</b>
4	Tools, Materials and Equipment	<p>4.1 Demonstrate understanding of tools, materials and equipment used in Graphic Design.</p> <p>4.2 Demonstrate skills in using tools, materials and equipment in creating products in Graphic Design.</p>	<p>4.1.1 Define a tool in Graphic Design.</p> <p>4.1.2 Explain material in Graphic Design.</p> <p>4.1.3 Explain equipment in Graphic Design.</p> <p>4.1.4 Differentiate between a material and support.</p> <p>4.1.5 Explain the uses of tools, materials and equipment in Graphic Design.</p> <p>4.1.6 Differentiate between tools and materials used in Graphic Design.</p> <p>4.2.1 Create Graphic Design products using tools, materials and equipment.</p> <p>4.2.2 Describe ways of maintaining tools, materials and equipment used in Graphic Design.</p>	3	2	-	-	<b>5</b>

5	Communication Design and Technology	<p>5.1 Demonstrate knowledge in design process.</p> <p>5.2 Demonstrate understanding of visual communication.</p> <p>5.3 Demonstrate competencies in appreciating and criticizing Graphic Design works.</p>	<p>5.1.1 State the design process.</p> <p>5.1.2 Analyze the communication design process.</p> <p>5.2.1 Explain the concept of visual communication.</p> <p>5.2.2 Discuss the importance of visual communication.</p> <p>5.2.3 Describe the visual communication items.</p> <p>5.3.1 Explain the meaning of appreciation and criticism.</p> <p>5.3.2 Analyze the steps in appreciation and criticism.</p> <p>5.3.3 Appreciate a work of Graphic Design.</p>	3	5	1	2	<b>11</b>
6	Reproduction Processes in Graphic Design	<p>6.1 Demonstrate knowledge of printmaking.</p> <p>6.2 Demonstrate skills in printing.</p>	<p>6.1.1 State types of printmaking.</p> <p>6.1.2 Explain the types of printmaking.</p> <p>6.1.3 Describe the principles of printing.</p> <p>6.1.4 Outline the steps in the various printmaking techniques.</p> <p>6.2.1 Produce prints from blocks through exploration.</p> <p>6.2.2 Produce prints from frottage.</p> <p>6.2.3 Produce a print from stencil.</p> <p>6.2.4 Make a design from photographic screen printing.</p> <p>6.2.5 Design prints from relief printing technique.</p>	3	3	6	4	<b>16</b>
7	Book Design	<p>7.1 Demonstrate understanding of layout in book design.</p> <p>7.2 Demonstrate skills in book design and binding.</p>	<p>7.1.1 Explain the concept of layout in book design.</p> <p>7.1.2 Illustrate different layouts in book design.</p> <p>7.2.1 Describe book binding techniques.</p> <p>7.2.2 Illustrate parts of a book jacket.</p>	-	2	4	-	<b>6</b>

8	Computer Graphics	8.1 Demonstrate skills in Computer Aided Design. (CAD)	8.1.1 Explain computer aided design. 8.1.2 Discuss computer tools in designing. 8.1.3 Outline CAD software applications. 8.1.4 Analyse the significance of CAD in contemporary Ghanaian society. 8.1.5 Identify the various parts of CorelDraw interface.	1	-	3	3	7
9	Package Designing	9.1 Demonstrate knowledge of package designing.	9.1.1 Explain package designing. 9.1.2. Outline the importance of package design. 9.1.3 Explain the qualities of a good package.	-	3	2	2	7
10	Entrepreneurship in Graphic Design	10.1 Demonstrate understanding of entrepreneurship in Graphic Design.	10.1.1 Analyze the factors to consider in setting up a graphic design enterprise. 10.1.2 Explain the concept of costing, pricing and Marketing.	-	2	5	1	8
<b>TOTAL</b>				<b>20%</b>	<b>25%</b>	<b>35%</b>	<b>20%</b>	<b>100%</b>



## TABLE OF SPECIFICATION

	CONTENT AREAS	Course Objectives/Outcomes (DoK)				Total
		Level 1 (Recall)	Level 2 (Skills/Concepts)	Level 3 (Strategic Thinking)	Level 4 (Extended Thinking)	
1	Meaning and Scope of Graphic Design	4	2	4	2	12
2	Typography	2	3	5	5	15
3	Basic Design and Colour Work	2	3	3	5	13
4	Tools, Materials and Equipment	2	2	-	1	5
5	Communication Design and Technology	2	4	1	4	11
6	Reproduction Processes in Graphic Design	2	4	5	5	16
7	Book Design	-	2	3	1	6
8	Computer Graphics	1	-	3	3	7
9	Package Designing	-	3	2	2	7
10	Entrepreneurship in Graphic Design	-	2	4	2	8
<b>Total</b>		<b>15%</b>	<b>25%</b>	<b>30%</b>	<b>30%</b>	<b>100%</b>