

Practicum in Graphic Design and Illustration YAG

Two-Credit Capstone Course | 36 Weeks (4 Grading Periods)

TEKS Abbreviation: PDG: I = Practicum in Graphic Design and Illustration. Prerequisites: Graphic Design and Illustration II and Graphic Design and Illustration II Lab. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. Semester exams are cumulative. ACCESS may support career exploration, employability, certification preparation, and professional portfolio development.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1–2	Unit 1 - Career Preparation & Certification Pathways	- Identify training, education and certification opportunities related to graphic design and illustration - Research employment opportunities and compare career pathways - Develop/update resume, application letter and interview skills - Establish professional career portfolio and explore entrepreneurship - Set individual practicum and certification goals	• PDG: I1(A–F), 10	- ACCESS: career/certification research - IBC preparation plan - Career portfolio launch
1	3–4	Unit 2 - Advanced Professional Standards	- Demonstrate professional standards, work ethic, integrity and commitment - Apply cyber safety, client confidentiality, privacy and proper credit - Apply copyright, fair use, intellectual-property and acceptable-use expectations - Practice professional communication and customer/client relations - Use planning/time-management tools to meet deadlines	• PDG: I1(B,D), 3(A–G), 7, 9(A–E), 10	- Professional ethics scenarios - Client confidentiality case study - Workflow audit
1	5–6	Unit 3 - Design Industry Analysis	- Analyze the history and evolution of commercial art and design - Investigate current advertising/visual communication industry practices - Analyze the industry's impact on society - Communicate findings through professional written/oral presentation - Apply technology applications to research and presentation	• PDG: I2(A–B), 3(A–G), 5, 6, 9(E)	- Industry trend briefing - Design-history presentation - Professional association research
1	7–9	Unit 4 - Complex Design Systems	- Interpret client/design problems and gather relevant data - Use critical thinking and collaborative problem solving - Create professional-quality designs for defined applications - Apply elements, principles, typography, composition, figure drawing, perspective, color and printing concepts - Critique work and justify design decisions	• PDG: I2(A–B), 4(A–B), 11(A–C), 12(A–H)	- Advanced design challenge - Formal critique - Portfolio-quality revision
2	10–12	Unit 5 - Client Project Simulation	- Conduct client discovery and define audience, purpose, scope and deliverables - Organize and communicate project information professionally - Develop multiple concepts and present recommendations - Apply client feedback through iterative revision - Evaluate and justify final design solution	• PDG: I3(A–G), 4(A–B), 10, 11(A–C), 12(A–H)	- Community/simulated client brief - Client pitch - Feedback/revision log
2	13–15	Unit 6 - Production Workflow & Project Management	- Build production schedules, milestones and file-management systems - Use advanced technology for project communication and production - Conduct team meetings with goals, agendas, minutes and next steps - Apply leadership, teamwork, conflict-management and mentoring skills - Prepare professional-quality work for appropriate output/printing	• PDG: I3(A–G), 5, 8(A–F), 10, 12(H)	- Creative-team production sprint - Production meeting simulation - Output quality check

2	16-17	Unit 7 - Portfolio Development & Professional Review	• Curate and revise representative work samples • Document work experiences, certifications and technical growth • Write project descriptions and design rationales • Conduct verbal/written critiques and respond to professional feedback • Present portfolio using formal presentation skills	• PDG: I1(C-F), 2(A), 3(A-G), 11(A-C)	• ACCESS: resume/portfolio tools • Mock portfolio review • Professional bio
2	18	Semester 1 Exam - Practicum in Graphic Design & Illustration	• Cumulative written/performance assessment • Professional design problem and critique • Career portfolio checkpoint	• Cumulative: PDG: I1-12	• Targeted remediation/enrichment
3	19-21	Unit 8 - Niche Design Applications	• Complete advanced work in selected applications such as branding, packaging, publication, illustration, environmental or digital design • Apply professional-quality creative process and production standards • Use figure drawing, perspective, color and printing concepts as appropriate • Critique specialized work and justify design decisions • Prepare finished pieces for portfolio inclusion	• PDG: I2(A-B), 3(A-G), 4(A-B), 11(A-C), 12(A-H)	• Specialization mini-series • CTSO/competition option • Advanced technique study
3	22-24	Unit 9 - Freelance & Agency Simulation	• Assume agency/freelance roles and establish professional working relationships • Conduct project meetings and manage team/client communication • Apply leadership, teamwork, conflict management and mentoring • Follow ethical/legal expectations and protect client information • Complete client deliverables on schedule and evaluate satisfaction	• PDG: I1(B,E-F), 3(A-G), 4(A-B), 8(A-F), 9(A-E), 10, 11(A-C), 12(A-H)	• Agency role rotation • Freelance proposal/invoice extension • Client satisfaction review
3	25-27	Unit 10 - Business of Design & Entrepreneurship	• Compare employment, freelance and entrepreneurial opportunities • Develop a personal brand and professional service offering • Apply public-relations strategies to promote design services • Examine ethical, legal and societal responsibilities of design businesses • Create business-facing promotional materials and professional pitch	• PDG: I1(C-F), 3(A-G), 5, 8(A-F), 9(A-E), 10	• ACCESS: entrepreneurship resources • Personal brand package • Design-business pitch
4	28-31	Unit 11 - Final Capstone Project	• Identify an authentic or simulated client/design need • Research, define, & plan a professional project with timeline and success criteria • Develop concepts, prototypes and iterative revisions • Apply the full professional creative process and required design techniques • Conduct critiques, client reviews and production-quality checks • Deliver final work and document process for portfolio	• PDG: I1-12	• Community/client capstone • Industry mentor critique • Competition-ready option
4	32-35	Unit 12 - Professional Showcase & Career Launch	• Finalize portfolio with strongest practicum work and capstone evidence • Update resume, application materials, certification documentation & career plan • Prepare exhibition/display and professional presentation materials • Present work to an audience and respond to critique/questions • Reflect on employability, leadership, technical proficiency and next steps	• PDG: I1(A-F), 2(A), 3(A-G), 8(A-F), 10, 11(A-C), 12(A-H)	• ACCESS: career/portfolio tools • Industry review panel • Graphic design showcase

4	36	Semester 2 Exam & Practicum Showcase	• Cumulative written/performance assessment • Final capstone and professional portfolio evaluation • Reflection on technical, professional and career-readiness growth	• Cumulative: PDG: I1–12	• Stakeholder showcase and recognition
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Practicum in Graphic Design and Illustration TEKS Coverage Checklist

Coverage verification: All 12 knowledge-and-skills strands and every student expectation are intentionally addressed in the 36-week sequence.

Strand	Student Expectations	YAG Placement	Coverage
PDG: I1	PDG: I1(A–F)	Units 1–2,7,9–12	100%
PDG: I2	PDG: I2(A–B)	Units 3–4,7–8,12	100%
PDG: I3	PDG: I3(A–G)	Units 2–3,5–6,8–12	100%
PDG: I4	PDG: I4(A–B)	Units 4–5,8–9,11	100%
PDG: I5	PDG: I5	Units 3,6,10–11	100%
PDG: I6	PDG: I6	Units 3,11	100%
PDG: I7	PDG: I7	Units 2,9,11	100%
PDG: I8	PDG: I8(A–F)	Units 6,9–12	100%
PDG: I9	PDG: I9(A–E)	Units 2–3,9–11	100%
PDG: I10	PDG: I10	Units 1–2,5–6,9–12	100%
PDG: I11	PDG: I11(A–C)	Units 4–5,7–9,11–12	100%
PDG: I12	PDG: I12(A–H)	Units 4–6,8–9,11–12	100%

Implementation Notes

- Practicum in Graphic Design and Illustration is a two-credit course recommended for Grades 10–12. Prerequisites are Graphic Design and Illustration II and Graphic Design and Illustration II Lab.
- Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. Authentic or simulated clients, school/community organizations, businesses, agencies, and freelance projects can provide the professional context.
- Students should have sustained opportunities to produce professional-quality two- and three-dimensional work, receive critique, revise designs, communicate with clients, meet deadlines, and curate a career portfolio.
- Weeks 18 and 36 are reserved for cumulative semester exams. No unit crosses the semester boundary, and no calendar-specific dates are included.