

Graphic Communications
Level IV Unit Outline

Unit 1: Agenda Book Review and Classroom Rules IV

- Review applicability of and importance of agenda book contents and student guidelines and responsibilities
- Reiterate and review classroom rules and the HIB letter.
- Recap key information on school citizenship, attendance, dress code

Unit 2: Safety and First Aid Review I

- Review of all emergency drills and protocols
- Review first aid kit contents
- Review operation, function, and purpose of the emergency eye wash station
- Distribute and reexamine function and proper use of safety approved eye protection, masks, attire and all applicable personal protective equipment (PPE)
- Review the use of safety data sheets (SDS)
- Understand content and precaution labeling of art products, studio ventilation systems, flammable container storage
- Reexamine safety hazardous material color coding and shop housekeeping standards
- Review use of electrical safety precautions
- Study, complete, and pass safety test(s)
- Review air gauge function and operation, cutting tools and equipment safety and procedures
- Revisit procedures for cleaning large volume paint spills-spill pillow
- Review and discuss the importance of why any and all cuts, lacerations, and eye injuries must be reported to the teacher immediately.
- Exhibit proficiency with supply use in the studio

Unit 3: Related Math and Measurements/Tools of the Trade IV

- Review and demonstrate understating of the point system of type measurement
- Reevaluate unit review and understanding of the ruler
- Explain and implement image resolution based on the device being used to display or output image
- Exhibit and demonstrate understanding proportions—enlarging and reductions

Unit 4: Industry Standards II

- Review and demonstrate knowledge of relevant OSHA standards, environmental protection, and safety procedures

- Exhibit the importance of quality control procedures, consistency of production, and statistical process control (SPC) as it relates to customer satisfaction
- Demonstrate workflow, processes (including software), and equipment in graphic communications
- Understand/define/articulate printing terminology
- Describe various methods of graphic reproduction (e.g., offset, screen, intaglio, gravure, letterpress)
- Students will utilize the psychology of colors

Unit 5: Professionalism and Planning II

- Students will review and be able to perform cost estimation and production planning
- Exhibit advanced knowledge outlining industry communication necessary to quote and invoice a job
- Show knowledge of industry costs and rates
- Exhibit an understanding profitability and work flow
- Plan and discuss printing layouts at an advanced level
- Demonstrate mathematical concepts relating to print, estimating materials/service costs, and preparing work orders

Unit 6: Binding, Finishing, and Distribution Processes II

- Operate a paper cutter making all necessary adjustments
- Operate a paper folder with all necessary preparations
- Exhibit an understanding of perforating, scoring, embossing, and die-cutting
- Demonstrate the ability to perform preventive maintenance on bindery and finishing equipment
- Set up and operate a stitcher
- Show knowledge of setting up, adjusting, and operating a paper drill
- Review, explain, and show the different methods of binding and assembling (e.g., collating and gathering)
- Perform assembly of carbonless paper forms
- Show knowledge of calculating number of small sheets cut from large sheets
- Exhibit knowledge in identifying properties and using various paper stocks
- Review and demonstrate knowledge of carrier options, postal sorting, and packaging requirements

Unit 7: Advanced Digital File Preparation and Output II

- Identify the techniques associated with cold type composition
- Utilize different computer platforms
- Students will be able to identify and implement using different types of storage devices
- Exhibit knowledge using text and graphic preparation

- Knowledgeably use proofreader marks and edit accordingly during the proofreading process
- Exhibit digital prepress workflow

Unit 8: Electronic Publishing and Printing, Pre-Press, and Output II

- Demonstrate knowledge of pre-flighting electronic files
- Output color separations from digital files
- Edit and manipulate single-color, spot color, and process color jobs
- Adjust work to meet the needs of target audience
- Demonstrate ability to calculate paper costs for job, waste included
- Differentiate between web, multimedia, and print graphics
- Exhibit knowledge of PDF workflow
- Demonstrate knowledge of different color modes and color management (e.g., CMYK and RGB)
- Exhibit familiarity with output devices
- Exhibit familiarity with input devices

Unit 9: Professional Procedures and Legal Considerations II

- Review the purpose of trade customs in the printing and graphic industries
- Review discussions of printing industry trade associations
- Show knowledge of items that can be copy righted
- Know legal aspects of copyrighted materials

Unit 10: Digital Imaging and Prepress Imaging II

- Demonstrate understanding of digital consumables (e.g., toner, fuser, waste)
- Describe general maintenance and cleaning of digital devices
- Describe auxiliary operations performed using inline/nearline devices (e.g., perforation, scoring)
- Demonstrate proper handling of various print media
- Troubleshoot digital printing problems (e.g., toner scatter, paper jams)
- Explain the importance of the RIP (Raster Image Processor) device and its functions

Unit 11: Adobe Creative Suite–Creative Cloud II

- Students will create and edit page layouts
- Knowledgeably differentiate between print and digital
- Indicate advanced knowledge of photo re-touching
- Review learned publishing techniques

Unit 12: Newspaper Publishing II

- Students will write a profile story using questioning techniques, story boarding, and interviewing guidelines.
- Students will edit, advertise, generate art and design for the school newspaper.
- Students will work in teams.
- Students will implement project management, personal time management and meet deadlines.

Unit 13: Career Study II

- Review and create a cover letter
- Review/revise resume for college or employment
- Review process and construct a professional ‘thank you’ note/letter
- Review and update portfolios for success
- Review workforce soft skills and implement
- Practice interviewing techniques
- Team building and time management

Unit 14: Certification Prep: InDesign

Adobe Certified Professional in Print & Digital Media Publication using Adobe InDesign

- Working in the design industry
- Project setup and interface
- Organizing documents
- Creating and modifying document elements
- Publishing documents

Unit 15: Student/School-Based Enterprise

- Duties of the Project Manager
- Duties of the Creative Director
- Duties of the Production Manager
- Duties of the Customer Service Reps
- Duties of the Graphic Designers
- Duties of the Production Artists

Graphic Communications
New Jersey Student Learning Standards

NJ Learning Standards 9.3

CONTENT AREA:	STANDARD 9.3 CAREER AND TECHNICAL EDUCATION
ARTS, A/V TECHNOLOGY & COMMUNICATIONS CAREER CLUSTER®	
Number	Standard Statement
<i>By the end of Grade 12, Career and Technical Education Program completers will be able to:</i>	
CAREER CLUSTER®:	ARTS, A/V TECHNOLOGY & COMMUNICATIONS (AR)
PATHWAY:	PERFORMING ARTS (AR-PRF)
PATHWAY:	PRINTING TECHNOLOGY (AR-PRT)
9.3.12.AR-PRT.1	Manage the printing process, including customer service and sales, scheduling, production and quality control.
9.3.12.AR-PRT.2	Demonstrate the production of various print, multimedia or digital media products.
9.3.12.AR-PRT.3	Perform finishing and distribution operations related to the printing process.
PATHWAY:	VISUAL ARTS (AR-VIS)
9.3.12.AR-VIS.1	Describe the history and evolution of the visual arts and its role in and impact on society.
9.3.12.AR-VIS.2	Analyze how the application of visual arts elements and principles of design communicate and express ideas.
9.3.12.AR-VIS.3	Analyze and create two and three-dimensional visual art forms using various media.