

Graphic Communications

Level I Unit Outline

Unit 1: Agenda Book Review/Classroom Rules

- Class discussion of student agenda book
- Classroom review of classroom rules
- School safety protocols, district drills and emergency evacuations, behavior and meeting locations
- Review expectations and school policies for electronic devices

Unit 2: Safety/First Aid/Personal Protective Equipment/Shop Attire

- Identify, discuss, locate first aid and blood borne kits
- Identify, locate and demonstrate function and purpose of the Emergency Eye Station
- Identify, discuss, locate fire extinguisher
- Identify, distribute and discuss function and uses of protective eyewear, appropriate personal protective equipment (PPE) required in shop, and acceptable shop attire
- Identify, show location and discuss function and uses of the SDS Safety Data Sheets and how to interpret the information about paints and aerosols, content precautions, material labeling
- Equipment safety protocols
- Identify, demonstrate shop ventilation systems where applicable
- Identify locate and discuss function of shop flammable cabinet where applicable
- Discuss and demonstrate shop housekeeping of supplies, work stations and room maintenance
- Discuss and identify electrical safety considerations in the shop area
- Compile a safety section in the student shop notebook
- Identify, demonstrate air gauge function and operation where applicable
- Completion of online safety course and successful passing of safety test(s)

Unit 3: Introduction to Graphic Design and the Profession

- The purpose of graphic design
- The categories of graphic design disciplines
- Roles of graphic designers and what is expected of junior designers
- Various media channels and how they operate
- What is expected of them in the profession
- That design must be socially responsible

Unit 4: Introduction to Design Basics

- Identify the formal elements of design: line, shape, texture, and pattern
- Identify design principles: Hierarchy, Alignment, Unity, and Space
- Identify different type classifications
- Understand the basic principles of designing with type
- Understand how to emphasize clarity of communication through typographic selection and design
- Consider the importance of interletter spacing, interword, and interline spacing
- Recognize how type can be expressive

Unit 5: Introduction to the Design Process, Design Concepts and Generation

- (Begin to) Demonstrate the ability to employ design thinking
- (Begin to) Utilize the design process
- Generate a design concept
- Apply creative thinking tools to a design exercise or project

Unit 6: Introduction to Adobe Illustrator

- How to create computer graphic designs using Adobe Illustrator
- The purpose Adobe Illustrator has as a graphic designer
- How learning Adobe Illustrator will provide job-ready skills in the graphic communications field
- Resources available within the Adobe Illustrator software
- How Adobe Illustrator is used to create and manipulate vector graphics
- How Adobe Illustrator is different from Adobe Photoshop
- How graphics are arranged and selected within Adobe Illustrator
- How to use vector paths within Adobe Illustrator to create complex graphic designs

Unit 7: Introduction to Adobe Photoshop

- How to create computer graphic designs using Adobe Photoshop
- The purpose Adobe Photoshop has as a graphic designer
- How learning Adobe Photoshop will provide job-ready skills in the graphic communications field
- Resources available within the Adobe Photoshop software
- How Adobe Photoshop is different from Adobe Illustrator
- The basics of how a raster image is constructed
- How raster images are arranged and selected within Adobe Photoshop
- How to use selection tools within Adobe Photoshop to create complex graphic designs

Unit 8: Introduction to Visualization, Composition, Proportional Systems, and Grids

- The fundamentals of composition
- How to create the illusion of spatial depth
- The importance of grouping
- The role of type and image arrangements and relationships
- The point of arrangement
- The purpose of guiding a viewer through design
- Mathematical ratios and proportional systems
- How to use a grid when composing a design

Unit 9: Introduction to Print Technology and Production

- Products produced by the various segments of the printing industry reflect the capabilities of each process
- Graphic facilities use various processes to create a finished printed product
- How to determine which printing method is best suited for a desired printed piece
- The purpose and importance of proofs in the print production process
- Types of computer platforms used in design and production
- Identify appropriate training, education, or certification for printing and imaging technology employment

Unit 10: Introduction to Portfolio and Professional Development

- The importance of showcasing one's graphic design skills through a digital and printed portfolio
- The importance of creating a personal brand as a graphic designer
- The importance of self-professional development through self-critique and receiving criticism from others
- How to use Google digital products to work in a professional and productive manner

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: | 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. |
| | |