

GRAPHIC COMMUNICATION SYLLABUS

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COURSE DESCRIPTION:	<p>Students participating in the program will become familiar with all the components of the graphic communication industry, including major and minor graphic communication processes. Also covered are the safety and legal responsibilities of the printer and the relationships that exist between the many different occupations within and outside the classroom.</p> <p>This program uses an individualized performance based instructional system. Students may identify a specific career interest area and this will be expanded upon with in the classroom. An instructional plan may be created specifically for the students interest, academic skills development and technical (workplace) skill training. Students will gain essential knowledge and will be provided lab-based applications of technical skills utilizing industry based tools, equipment, and technology. Additionally, students will develop skills and competencies in teamwork, problem solving, decision making, critical thinking, and positive work habits and attitudes. Students that meet attendance guidelines, demonstrate positive work habits and attitudes, and achieve core, foundation, and basic technical skills will receive a technical certificate from the program. Students may also earn national certification in the following areas: Introduction to Graphic Communications, Basic Press Operations and Finishing & Binding.</p> <p>Individualized Performance Based Instructional System Being a nationally certified program through the Graphic Arts Education and Research Foundation PrintED program, the students successfully completing the testing in “Introduction to Graphic Communications”, “Press Operations”, and “Finishing and Binding” are eligible for certification.</p> <p>Technical Equipment, Tools and Applications As a participant in the program, students will utilize computer systems and software that will allow them to develop design and artistic skill, as well as multimedia presentation. In addition to using computers and software to advance design skills, traditional means of illustration, color study and design principles and elements are taught on the drawing board. This is a way to further implement the necessary skills needed to be successful in the industry.</p> <p>Students will be using equipment currently used within the graphic communications and visual imaging industries in one of the largest design/ press labs in the state. Additionally, students will develop skills in documenting production work, production flow, and ability to read job tickets, billing, ordering, and inventory.</p> <p>Training and employment in occupations related to this area require an individual that has excellent color perception, and ability to work unsupervised around equipment, and the ability to lift and move large boxes on occasion. The printing industry was one of the first industries nationally to develop industry-wide safety standards for its employees. Material Safety Data Sheets and safety training are important parts of the classroom instruction and industry standards.</p>		
COURSE GOALS & OBJECTIVES:	<p>Graphic Communications I (First Year) Print Ed Accreditation Competency</p> <ol style="list-style-type: none"> I. Introduction to Graphic Communication (National Accredited Area) <ol style="list-style-type: none"> a. Introduction b. Design Principles and Elements c. Digital File d. Image Capture 		

	<ul style="list-style-type: none"> e. Digital File Output f. Press Operation g. Finishing and Binding h. Measurement i. Basic Math j. Safety k. Job Application and Interpersonal Skills l. Darkroom and Camera Procedures <ul style="list-style-type: none"> II. Introductions to other National Accredited Areas <ul style="list-style-type: none"> a. Digital File Preparation b. Press Operations c. Finishing and Binding III. Introduction to Screen Printing <ul style="list-style-type: none"> a. Applications of Screen Printing b. Selection of Screen Fabric c. Screen preparation d. Preparing Photographic Stencil e. Printing on Substrates <p>Graphic Communications II (Second Year)</p> <ul style="list-style-type: none"> I. Completion of Introduction to Graphic Communications II. Completion of Selected national Accredited Areas <ul style="list-style-type: none"> a. Digital File Preparation b. Press Operations c. Finishing and Binding III. Completion of Introduction to Screen Printing IV. Independent Study <ul style="list-style-type: none"> a. Design b. Press Operations c. Customer Relations d. Screen Printing/Specialty Graphics <p>Industry Partnership and Job Shadowing</p> <p>Students may be placed within the local graphic communications industry when it has been determined by the instructor that they have completed the minimum course requirements for successful placement. Students may also participate in a shadowing program that allows them to follow the activities of an industry professional for up to two weeks. Opportunities for students are also available for co-op placement for those who qualify at an industry occupation.</p> <p>Objectives</p> <p>The main objective of the Graphic Communications program at the Tuscola Technology Center is equip and enable students to be competent, reliable and employable; to nurture their individuality in expression while developing a strong foundation in graphic communications and the necessary technical skills needed in today's ever changing industrial environment.</p>
<p>ATTENDANCE POLICY AND GRADE REDUCTION</p>	<p>The Tuscola Technology Center places a high priority on attendance because the attendance pattern established by the student in school often sets an attendance pattern for employment. To benefit from the primary purpose of the school experience, it is essential that each student maintain regular and punctual attendance. Class attendance is necessary for learning and academic achievement as well as for developing the habits of <u>punctuality, dependability, and self-discipline demanded by business and industry.</u> Regular attendance in the Technology Center's labs is essential to allow students to fully participate in class instruction, discussion and skill development. Absences beyond eight days per semester are considered excessive. Both excused and unexcused absences are charged in the student total.</p>

<p>STUDENT ASSESSMENT</p>	<table border="1" data-bbox="302 153 1563 485"> <tr> <td></td> <td>100</td> <td>93</td> </tr> <tr> <td>A-</td> <td>92.99</td> <td>90</td> </tr> <tr> <td>B+</td> <td>89.99</td> <td>87</td> </tr> <tr> <td>B</td> <td>86.99</td> <td>83</td> </tr> <tr> <td>B-</td> <td>82.99</td> <td>80</td> </tr> <tr> <td>C+</td> <td>79.99</td> <td>77</td> </tr> <tr> <td>C</td> <td>76.99</td> <td>73</td> </tr> <tr> <td>C-</td> <td>72.99</td> <td>70</td> </tr> <tr> <td>D+</td> <td>69.99</td> <td>67</td> </tr> <tr> <td>D</td> <td>66.99</td> <td>63</td> </tr> <tr> <td>D-</td> <td>62.99</td> <td>60</td> </tr> <tr> <td>E</td> <td>59.99</td> <td>0</td> </tr> </table> <p>Graphic Communications is a deadline-oriented industry; therefore it is important that the students turn in all work by the due date.</p> <ul style="list-style-type: none"> • Every assignment must be turned in by the due date. Project not turned in on time will progressively decrease in grade value per day until an “E” or zero points for the project. • Students are given points and an equivalent letter grade for each project. Students must complete all assignments. • Students are expected to keep samples of their projects, assignments, reports and weekly work sheets in a folder/Portfolio. A final portfolio presentation will be conducted at the end of the year of each students work. • Make up work: All make up work must be completed within the marking period assigned and done within a determined time frame. If work is not made up zero points will be given and a failing grade for each assignment missed and not turned in. <p>Evaluation Scale: The following is a breakdown of the evaluation scale used in Graphic Communications at the Tuscola Technology Center:</p> <p>25% Lab Assignments 25% Projects 15% Work Logs 15% Test 10% Homework 10% Work and Study Habits</p>		100	93	A-	92.99	90	B+	89.99	87	B	86.99	83	B-	82.99	80	C+	79.99	77	C	76.99	73	C-	72.99	70	D+	69.99	67	D	66.99	63	D-	62.99	60	E	59.99	0
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<p>COURSE REQUIREMENTS</p>	<p>Suggested High School Courses Persons employed in this career field need to have good computer applications skills, basic written and verbal communications skills, basic math and measurement skills, and an interest in graphics in general. Students preparing for this field should take high school courses in math, English, writing composition, computers, keyboarding, fine arts and photography.</p> <p>Essential Traits Within the graphic communications field it is essential that one has excellent color perception, an attention to detail, an ability to problem solve, and the ability to follow verbal and written directions. In addition, persons in this field should have excellent interpersonal skills, patience, and an ability to work with all types of people, and have good driving habits.</p> <p>Evaluation Business and Industry Participation An advisory committee, consisting of representatives from local graphic communications business and companies, meets at least twice a year to review and update the curriculum and instructional content of the program. Instruction and training for this program are based on requirements and suggestions of those actively in the field and the National Skills Standards and National PrintED Certification. Certification offered through PrintED includes “Binding and Finishing”, “Introduction to Graphics” and “Offset Printing”</p>																																				
<p>CERTIFICATIONS</p> <p>ARTICULATED CREDIT</p>	<p>Delta College Davenport University Baker College</p>																																				

PROGRAM SUPPLIES	N/A
COURSE CALENDAR	<p>Introduction/First Marking Period</p> <p>The initial part of the Graphic Communications course at the Tuscola Technology Center is to provide the students with a basic introduction to the industry and the many facets in which it encompasses. The very first assignment to the students is a self-logo. Understanding that many students are coming into the program with little or no design knowledge, it's an assignment to assess abilities in listening, following written and verbal direction, drawing and spatial relations, design skills and personality. From this point design elements and principles are introduced with assignment "on the board" for each and students are introduced to InDesign on the Macs. The textbook Graphic Communications, The Printed Image by Z.A. Prust is also used in the program and chapters and workbook assignments are followed in order of the course outline. Work logs are also an important part of the program as they establish accountability for time spent in the lab and on specific assignments and duties. A Field trip to Ferris State University is planned in the fall to their annual Visual Imaging Open House in October. This field trip is an excellent way to expose students to a larger scale, the endless possibilities for higher education within the field. Professional attitude and behavior must be maintained throughout the entire year and is expected to be at an increasingly higher level at each marking period and will be recorded as part of each student's grade. Work logs are also part of this percentage of the grade and indicate the level of the seriousness to the program.</p> <p>Second Marking Period</p> <p>During the second marking period students are using InDesign further and completing more complex assignments as they become more familiar with its capabilities. The press is also introduced at this point as well as the introduction to screen printing. By the end of the semester each student should have successfully operated one of the presses and completed a screen printed shirt from design, screen setup to the actual application of the ink on the shirt.</p> <p>Third Marking Period</p> <p>Everything learned in the first semester is now put to the test as the students are asked to complete outside jobs for actual customers. Students showing exceptional design skills, competency on the press and responsibility are given "real" work orders and they see them from inception to completion. Assignments are given at this point in Illustrator and PhotoShop, the textbook assignments still coordinate with assignments and work logs are expected to be maintained digitally. Students are now able to read job tickets and understand deadlines and commitment to customer service. Darkroom procedures and traditional camera operations, stripping and platemaking are also covered within this marking period.</p> <p>Fourth Marking Period</p> <p>The fourth marking period should find some students on job placement or the opportunity to job shadow. Completion of the textbook, competent operation of the press, finishing and binding and screening are expected. Seniors are able to design and print their own graduation announcements and open house invitations. Student group competitions such as MITES and SkillsUSA are also attended by the students and these fees are paid for by the program through the outside work orders that are taken in and completed. Students will have experienced virtual tours and Web Quests. During this period students will also have the opportunity to take the PrintED certification tests for "Introduction to Graphic Communications", "Press Operations", and "Finishing and Binding". Assignments continue to test the students' abilities on all areas covered and their dedication and commitment to deadlines, technical skills and production.</p>
<i>The instructor reserves the right to make adjustments to this syllabus as needed.</i>	