<center>Graphic Communications

Level II Unit Outline</center>

Unit 1: Agenda Book Review/Classroom Rules
- Class discussion of student agenda book
- 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: Graphic Design and the Profession II
- Differentiate among skilled technical, creative, management, and support positions
- Different levels of careers in terms of career preparation
- Tools available to use to find a job
- Explain the importance of having good work habits
- The advantages and disadvantages of owning your own business
- Give examples of how changing technology is affecting the career outlook

Unit 4: Graphic Design II

- The role of the graphic designer
- Explain the elements of design
- Explain the importance of color related to a design
- Explain the principles of design
- Explain the gestalt principles
- Explain the elements of layout
- How typefaces are identified by distinctive designs
- Basic terms commonly associated with typefaces
- The history and development of type styles
- Elements that make up different typefaces
- Common typeface classifications
- Design variations that exist within families of type
- How to differentiate between typeface families, series, and fonts
- Measuring units relating to type
- The relationship of spacing to the appearance of the printed product
- Legibility factors used in the selection of typefaces
- Details of correct typography
- Basic typography for the Web

Unit 5: The Design Process, Design Concepts and Generation II
- Explain a project brief
- Explain what thumbnails are and why they are drawn
- Explain what rough sketches are and why they are drawn
- Explain what final comps are and why they are created
- Differentiate between a passive and active layout.
- Explain why a grid is useful
- Techniques used to create and develop a layout
- Seeing the difference in compositions
- Explain how and why to create proofs for clients

Unit 6: Adobe Illustrator II
- Create Illustrator documents for various projects
- Utilize keyboard commands to maximize productivity
- Understand the Illustrator interface (menus, palettes)
- Practice basic drawing technique with the pen, brush and objects tools
- Practice basic path editing
- Practice basic text editing

- Understand Appearances and how to edit them
- Work with Groups and Layers to keep drawings organized
- Understand how to work with color
- Practice object transformation and positioning
- Practice expressive drawing with brushes
- Understand how to create and use Symbols
- Understand how to work with images
- Learn how to save and print their projects
- Learn how Illustrator works with other programs
- Represent proper use of color, tint, opacity and stroke thickness
- Use functions such as, but not limited to, free transform, pathfinder functions, effects, live trace and managing those features when needed in design
- Use guides for proper alignment in designs
- Demonstrate a knowledge of vector-based fonts, symbols and libraries.
- Save in appropriate format upon request and understand purpose of file formats (AI, EPS, PDF, etc.)
- Resize artwork in layouts in proportion using correct tools and keys

Unit 7 Adobe Photoshop II
- Learn keyboard shortcuts to streamline workflow
- Make selections via quick selection tools or quick mask mode
- Create accurate paths with the Pen tool
- Be introduced to the basics of Layers and Adjustment Layers
- Learn to crop, transform and straighten images
- Understand and read histograms
- Use Adjustment layers and the Adjustment panel
- Adjust tones with Levels
- Limit adjustments with Layer Masks
- Create vector masks
- Adjust images with Shadow/Highlight
- Adjust images with Curves
- Adjust images with Hue/Saturation
- Learn to remove a color cast
- Adjust images with the Black & White adjustment layer
- Learn to use the Dodge, Burn and Sponge tools
- Learn how to reducing noise and utilize proper sharpening techniques
- Work with Point Type and Paragraph Type

- Learn how to Warp text
- Special Effects such as adding Layer Styles and Smart Filters
- How to combine images utilizing Auto-blending Focus
- Combine group photos
- How to output a file by selecting the appropriate print settings for individual projects
- Save in appropriate format upon request and understand purpose of file formats (PSD, JPEG, EPS, GIF, PNG, RAW, PDF, etc.)
- Optimize images properly for their intended use (print, web, oversized graphics, mobile devices)
- Understand and demonstrate the difference between destructive and non-destructive editing and their types

Unit 8: Adobe InDesign
- Working in the Design Industry
- Project Setup and Interface
- Organizing Documents
- Creating and Modifying Document Elements
- Publishing Documents

Unit 9: Visualization, Composition, Proportional Systems, and Grids II
- Further knowledge and practice of the fundamentals of composition in creating a cohesive design
- How to use the illusion of spatial depth to enhance graphic design work
- Further knowledge and practice using grouping
- Further knowledge and practice using type and image arrangements and relationships
- Further knowledge and practice of arrangement
- Further knowledge and practice guiding a viewer through design
- Further knowledge and practice using mathematical ratios and proportional systems
- Further knowledge and practice using a grid when composing a design

Unit 10: Print Technology, Production, and Finishing
- Describe the offset lithographic printing process
- Explain the relief printing process
- Describe the gravure printing process
- Describe the screen-printing process
- The principles of offset lithographic printing
- Differentiating between lithographic sheet-fed and web-fed presses
- The historical origins and basic principles of relief printing
- Modern applications of letterpress

- Standard types of screen presses
- Terms related to printing
- Different types of folding processes
- Different types of finishing operations
- The processes needed for different binding techniques
- Different types of packaging used in the graphic communications industry

Unit 11: Portfolio and Professional Development II
- The continued importance of showcasing one's graphic design skills through a digital and printed portfolio
- The continued importance of creating a personal brand as a graphic designer
- The continued importance of self-professional development through self-critique and receiving criticism from others
- Continued growth in critiquing your own designs
- Continued growth in critiquing your own work effectively
- Continued growth in how to critique other work effectively
- Properly accept constructive criticism
- Comfortably receive feedback

Unit 12: Certification Exam Prep: Photoshop
   Adobe Certified Professional in Visual Design Using Adobe Photoshop
- Working in the design industry
- Project setup and interface
- Organizing documents
- Creating and modifying visual elements
- Publishing digital media

NJ Learning Standards 9.3

CONTENT AREA:	STANDARD 9.3 CAREER AND TECHNICAL EDUCATION
ARTS, A/V TECHNOLOGY & COMMUNICATIONS CAREER CLUSTER®	
Number	Standard Statement
By the end of Grade 12, Career and Technical Education Program completers will be able to:	
CAREER CLUSTER®:	ARTS, A/V TECHNOLOGY & COMMUNICATIONS (AR)
PATHWAY:	JOURNALISM & BROADCASTING (AR-JB)
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.