

Graphic Design Quality Standards

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ART-101

- 1. Identify the Forms and Functions of Art.**
 - 1.1 Discuss the purposes of art.
 - 1.2 Relate the functions of art in society.
 - 1.3 Define the role of artists and motives of art.
 - 1.4 Discuss form and content.
 - 1.5 Define symbolism and provide examples.
 - 1.6 Define terminology associated with this unit.
- 2. Identify Historical Styles of Western Art.**
 - 2.1 Identify works of art that are considered to represent the greatest artistic achievements of Western Civilization.
 - 2.2 Identify various styles and periods of Western Art and their characteristics.
 - 2.3 Define terminology associated with this unit.
- 3. Identify Multicultural Art Forms.**
 - 3.1 Identify common characteristics of traditional art for non-western cultures .
 - 3.2 Define the roles of visual artists in non-western cultures.
 - 3.3 Identify processes and materials used in the creation of non-western art.
 - 3.4 Define terminology associated with this unit.
- 4. Understand the Visual Elements and the Principles of Design.**
 - 4.1 List and define the visual elements.
 - 4.2 Describe properties, relationships, and conventions of the visual elements.
 - 4.3 Evaluate a work of art in regard to how the artist utilized the visual elements.
 - 4.4 List and define the principles of design.
 - 4.5 Evaluate a work of art in regard to how the artist utilized the principles of design.
 - 4.6 Describe properties, relationships, and conventions of the principles of design.
 - 4.7 Define terminology associated with this unit .
- 5. Identify Art Media and Methods.**
 - 5.1 Discuss a variety of surfaces and materials used throughout art history .
 - 5.2 Describe the use of materials and media in specific works.
 - 5.3 Discuss the emphasis on materials in fine crafts.
 - 5.4 Describe the processes and materials used to produce sculpture.
 - 5.5 Describe the processes and materials used to produce fine craft projects.
 - 5.6 Describe the processes and materials used to produce two-dimensional works.
 - 5.7 Describe the processes and materials used to produce architectural structures.
 - 5.8 Define terminology associated with this unit.

ART-120

- 1. Complete Two Dimensional Assignments.**
 - 1.1 Employ the visual elements and principles of design in their compositions.

- 1.2 Utilize the principles of design.
- 1.3 Demonstrate unique solutions for design challenges.
- 1.4 Show adaptability to a variety of design styles.
- 2. Explore the Materials and Structural Elements of Two Dimensional Design.**
 - 2.1 Work with various design mediums.
 - 2.2 Choose the proper materials to produce specific design solutions.
- 3. Expand Familiarity with Contemporary Drawing Styles.**
 - 3.1 Utilize contemporary techniques, styles, and subjects in assignments.
 - 3.2 Identify the work of contemporary designers and artists.
- 4. Demonstrate Terminal Behavior Objectives.**
 - 4.1 Complete the assignments, exhibiting an understanding of the materials and techniques and juxtaposition of elements.
 - 4.2 Develop a personal artistic style.
 - 4.3 Exhibit their art work in a public show.
 - 4.4 Demonstrate a high level of rendering skill.
- 5. Participate in the Critique/Evaluation Process.**
 - 5.1 Evaluate their personal art work using a set of standards and criteria.
 - 5.2 Consider quantity, creativity (their ability to reach original solutions to the assigned projects), growth (a subjective measure of improvement including their willingness and enthusiasm to experiment and take risks with various media, styles and techniques), attitude (an objective and subjective measure of their artistic participation and aggressiveness).
 - 5.3 Critique the work of fellow students.

ART-133

- 1. Complete Drawing Assignments.**
 - 1.1 Employ the visual elements and principles of design in their compositions.
 - 1.2 Exhibit mechanical drawing skills such as rendering, blending, shading and perspective.
 - 1.3 Utilize a variety of mediums.
 - 1.4 Represent a number of drawing methods and styles.
- 2. Explore a Variety of Drawing Materials.**
 - 2.1 Utilize pencil, charcoal, conte crayon, pastel, and pen and ink.
 - 2.2 Utilize different types of drawing papers and surfaces.
- 3. Expand Familiarity with Contemporary Drawing Styles.**
 - 3.1 Utilize contemporary techniques, styles, and subjects in assignments.
 - 3.2 Identify the work of contemporary artists.
- 4. Demonstrate Terminal Behavioral Objectives.**
 - 4.1 Complete the assignments, exhibiting an understanding of the materials and techniques and juxtaposition of elements.
 - 4.2 Develop a personal artistic style.
 - 4.3 Exhibit their art work in a public show.

- 4.4 Demonstrate a high level of rendering skill.
- 5. Participate in the Critique/Evaluation Process.**
 - 5.1 Evaluate their personal art work using a set of standards and criteria.
 - 5.2 Consider quantity, creativity (their ability to reach original solutions to the assigned projects), growth (a subjective measure of improvement including their willingness and enthusiasm to experiment and take risks with various media, styles and techniques), attitude (an objective and subjective measure of their student's artistic participation and aggressiveness).
 - 5.3 Critique the work of fellow students.

CIS-256

1. Introduction

- 1.1 Explore the structure and history of the internet and the World Wide Web
- 1.2 Become familiar with the roles of the Web servers and Web clients
- 1.3 Learn basic components of a Web page
- 1.4 Open a Web page browser
- 1.5 Use hyperlinks
- 1.6 Review the history of Web design software
- 1.7 Start Dreamweaver and select a workspace layout
- 1.8 Create a local site definition
- 1.9 Explore the Dreamweaver tool set
- 1.10 Investigate the Dreamweaver Help features
- 1.11 Exit Dreamweaver

2. Planning and Designing a Successful Web Site

- 2.1 Determine the site goals
- 2.2 Identify the target audience
- 2.3 Conduct market research
- 2.4 Create end-user scenarios
- 2.5 Design the information architecture
- 2.6 Create a flowchart and sit structure
- 2.7 Create a site concept and metaphor
- 2.8 Design the site navigation structure
- 2.9 Develop the aesthetic concept for the site
- 2.10 Create a site definition for a new site
- 2.11 Add pages to a site
- 2.12 Review basic HTML tags
- 2.13 Set page properties
- 2.14 Preview the site in a browser
- 2.15 Upload the site to a remote server, and preview it on the Web

3. Adding Text and Formatting Text with CSS Styles

- 3.1 Type text into a page
- 3.2 Copy text from a document and paste it into a page
- 3.3 Check for spelling errors
- 3.4 Create hyperlinks
- 3.5 Examine HTML tags for hyperlinks
- 3.6 Explore CSS styles and style sheets
- 3.7 Modify HTML tags
- 3.8 Create custom style classes
- 3.9 Create styles for the <a> tag selectors
- 3.10 Create an external style sheet
- 3.11 Attach an external style sheet to a Web page
- 3.12 Edit styles
- 3.13 Delete styles
- 3.14 Examine the code for styles and style sheets
- 3.15 Examine HTML tags used to format text

4. Organizing Page Content and Layout

- 4.1 Review graphic formats and compression
- 4.2 Add graphics to a Web page
- 4.3 Format and edit graphics
- 4.4 Create graphic hyperlinks and an image map
- 4.5 Create a rollover
- 4.6 Create tables and enter table content
- 4.7 Select tables and table elements
- 4.8 Format and resize tables
- 4.9 Format, resize, add, and delete cell, rows and columns
- 4.10 Explore the HTML code of tables
- 4.11 Create tables in Layout mode
- 4.12 Use invisible graphics as spacers
- 4.13 Select tables and table elements in Layout mode
- 4.14 Format and resize tables in Layout mode
- 4.15 Format, resize, add and delete cell, rows and columns in Layout mode

5. Adding Shared Site Elements

- 5.1 Insert a navigation bar
- 5.2 Copy a navigation bar to other pages
- 5.3 Modify a navigation bar
- 5.4 Understand frames and framesets
- 5.5 Create a Web page with frames
- 5.6 Adjust frame properties and attributes
- 5.7 Add content to frames
- 5.8 Create hyperlinks with targets
- 5.9 Explore the HTML behind frames, framesets, and targets
- 5.10 Troubleshoot common problems with frames

6. Creating Dynamic Pages

- 6.1 Insert a layer into a Web page
- 6.2 Select, resize, and remove a layer
- 6.3 Add content to a layer
- 6.4 Adjust layer stacking order
- 6.5 adjust layer attributes
- 6.6 Align layers
- 6.7 Nest layers
- 6.8 Add behaviors to a page
- 6.9 Create an e-mail link
- 6.10 Edit and delete behaviors

7. Creating Animations

- 7.1 Learn about animation
- 7.2 Create a timeline
- 7.3 Add layers and graphics to a timeline
- 7.4 Move and resize animation bars
- 7.5 Add keyframes to an animation bar
- 7.6 Adjust layer visibility
- 7.7 Preview a timeline in Dreamweaver and in a browser
- 7.8 Adjust the layer stacking order
- 7.9 Move and resize a layer
- 7.10 Delete an animation bar
- 7.11 Start a timeline with a button
- 7.12 Add behaviors to the behaviors channel
- 7.13 Create multiple timeline

8. Adding Rich Media to a Web Site

- 8.1 Learn about adding media to a Web site
- 8.2 Insert a Flash movie into a Web page and adjust its attributes
- 8.3 Insert a Flash text into a Web page
- 8.4 Review Flash button styles
- 8.5 Insert a Shockwave movie into a Web page and adjust its attributes
- 8.6 Embed a sound-only Flash movie in a Web page
- 8.7 Start a Flash movie with a button
- 8.8 Create a link to an MP3 sound file
- 8.9 Learn about digital video and video file formats
- 8.10 Add Flash video to a Web page
- 8.11 Review the files and code added to a Web page with Flash video clips
- 8.12 Add Mark of the Web to Web pages

9. Creating Reusable Assets and Forms

- 9.1 Explore the head content of a page
- 9.2 Add keywords to a page
- 9.3 Add Meta description to a page

- 9.4 Explore libraries and create a library item
- 9.5 Add a library item to Web pages
- 9.6 Create a template
- 9.7 Create Web pages from a template
- 9.8 Edit a template
- 9.9 Create a nested template
- 9.10 Add a form to a Web page
- 9.11 Set a form of attributes
- 9.12 Add form objects to a form
- 9.13 Add a Validate Form behavior to a form

(Overview Only)

Session B Adding Database Functionality

- Learn about creating dynamic database content for Web pages
- Create database-driven pages using MySQL and PHP for a linux server
- Connect site to a database
- Add server behaviors to Web pages
- Create pages to view data in database
- Create a Login page
- Create database-driven pages using Access and ASP for Windows server
- Upload a database to a remote Windows server
- Connect a Web site to a database
- Add server behaviors to Web pages
- Create pages to view data in database
- Create Login page

GRA-116

1. Describe the evolution of the printing industry.

- 1.1 Explain the different types of printing processes.
- 1.2 Explain the entire printing process from inception to distribution.

2. Develop color management skills.

- 2.1 Explain the differences between spot and process color.
- 2.2 Demonstrate the correct method of using color and color principles.
- 2.3 Apply color principles to a variety of media.
- 2.4 Explain process color printing, ink trapping, and separations as it relates to the printing industry.

3. Explain preflighting.

- 3.1 Learn how files are put together by designers.
- 3.2 Explain the purpose of preflighting.
- 3.3 Understand repair and output follows the two levels of preflighting.
- 3.4 Recognize the most common problems found in electronic mechanicals.

4. Understand the initial analysis phase.

- 4.1 Demonstrate Level 1 preflight analysis techniques.
- 4.2 Explain terminology used to describe electronic job components.
- 4.3 Explain terminology used to describe file formats.
- 4.4 Explain terminology used to describe visual elements of the electronic mechanical.
- 4.5 Demonstrate usage of compression utility programs used for packaging mechanical.
- 4.6 Demonstrate usage of decompression utility programs.
- 4.7 Demonstrate repair procedures for Level 1 preflighting.

5. Understand file analysis and repair.

- 5.1 Explain the role of the preflight operator and repair specialist.
- 5.2 Demonstrate Level 2 preflight analysis techniques.
- 5.3 Demonstrate repair procedures in page geometry and layout.
- 5.4 Demonstrate repair of unlinked images.
- 5.5 Demonstrate analysis and repair procedures in color-model problems.
- 5.6 Demonstrate analysis and repair procedures in resolution problems.
- 5.7 Demonstrate usage of popular utility programs to repair and analyze electronic mechanicals.

6. Understand the processes used in a printing company.

- 6.1 Explain how to effectively work with printers.
- 6.2 Demonstrate the bidding process.
- 6.3 Understand plate-making processes.

7. Develop a portfolio of projects.

GRA-127

- 1. Work with drawing paths.
- 2. Work with the pen tool.
- 3. Drawing with basic shapes.
- 4. Work with painting objects.
- 5. Work with the painting tools.
- 6. Work with type.
- 7. Work with type effects.
- 8. Work with patterns.
- 9. Work with gradients.
- 10. Work with transformations.
- 11. Work with layers.
- 12. Work with the transparency feature.
- 13. Understand masks and compound paths.
- 14. Work with styles.
- 15. Using Illustrator on the Internet

GRA-131

1. Analyze components and apply design principles to document layout.

- 1.1 Identify the components of an electronic document design.
- 1.2 Utilize tools, menus, and palettes.
- 1.3 Position elements by using guides, margins, and rulers.

2. Create and manipulate files.

- 2.1 Demonstrate creation of new documents according to layout specifications.
- 2.2 Demonstrate the modification of a document setup if necessary.
- 2.3 Identify and use the page size area, margin guides, column guides, and the automatic text box.
- 2.4 Demonstrate how to save a file.
- 2.5 Understand how to use the revert to saved feature.
- 2.6 Demonstrate how to retrieve documents.

3. Create and manipulate page elements.

- 3.1 Demonstrate creation of boxes, lines, and shapes.
- 3.2 Demonstrate editing techniques for boxes.
- 3.3 Demonstrate manipulation of shapes.
- 3.4 Demonstrate manipulation of content types.
- 3.5 Utilize the measurement palette.
- 3.6 Utilize Document Layout palette.

4. Create and manage text.

- 4.1 Demonstrate the insertion of text boxes.
- 4.2 Demonstrate proper text formatting techniques.
- 4.3 Demonstrate the manipulation of text to create desired design.
- 4.4 Demonstrate use of select, cut, delete, and paste text features.
- 4.5 Demonstrate the importing of files.
- 4.6 Demonstrate proper linking of text boxes.
- 4.7 Utilize the measurement palette.
- 4.8 Analyze and refine the text using text utilities.
- 4.9 Utilize spell checker feature.
- 4.10 Utilize find/change feature for global changes.

5. Utilize paragraph formatting.

- 5.1 Utilize the paragraph formats dialog box.
- 5.2 Demonstrate the manipulation of paragraphs using leading, kerning, and spacing features.

6. Develop and use style sheets.

- 6.1 Identify and use character styles.
- 6.2 Identify and use paragraph styles.
- 6.3 Demonstrate the creation of style sheets for a variety of document types.
- 6.4 Demonstrate the utilization of style sheets to a variety of documents.

7. Manipulate and integrate graphics.

- 7.1 Demonstrate the importing of graphics/images.

- 7.2 Demonstrate graphics/image modification.
- 7.3 Utilize transformations.
- 7.4 Utilize measurement palette.
- 7.5 Demonstrate the locating and updating of graphics/images.

8. Create and use Master Pages.

- 8.1 Demonstrate implementation of MasterPages.
- 8.2 Identify their importance to a document.
- 8.3 Demonstrate the creation of MasterPage elements.
- 8.4 Demonstrate the modification of MasterPages.
- 8.5 Demonstrate how to over ride and reapply MasterPage settings.

9. Create and manipulate colors and frames.

- 9.1 Demonstrate the implementation of color onto pages.
- 9.2 Demonstrate how to add blends and tints.
- 9.3 Utilize frames and background colors.
- 9.4 Utilize the Color palette.
- 9.5 Demonstrate how to create new colors.

10. Implement document-finishing guidelines.

- 10.1 Demonstrate how to package and prepare document for printing.
- 10.2 Understand basic pre-flighting techniques.
- 10.3 Utilize Page Setup dialog box.
- 10.4 Utilize Output dialog box

GRA-137

1. Analyze components of a project prior to development.

- 1.1 Identify design considerations.
- 1.2 Demonstrate basic design decisions.
- 1.3 Demonstrate usage of tools for effective design.
- 1.4 Analyze page layout elements.

2. Design page layouts.

- 2.1 Demonstrate how to create documents.
- 2.2 Demonstrate how to save documents.
- 2.3 Demonstrate how to retrieve documents.
- 2.4 Document setup parameters.
- 2.5 Demonstrate proper column setup.
- 2.6 Demonstrate displaying and hiding column guides.
- 2.7 Demonstrate displaying and hiding rulers.
- 2.8 Demonstrate how to print documents.

3. Create and manipulate graphics using tools in toolbox.

- 3.1 Demonstrate creation of graphic objects.
- 3.2 Demonstrate adjustment of the zero point.
- 3.3 Demonstrate aligning elements with ruler guides and snap to rulers.

- 3.4 Utilize the control palette.
- 3.5 Demonstrate usage of the drawing tools in the toolbox.
- 3.6 Demonstrate proper transformations.
- 3.7 Demonstrate the layering techniques.
- 4. Import and manipulate external graphics.**
- 4.1 Explain the various graphic formats.
- 4.2 Demonstrate the placement of graphics in various documents.
- 4.3 Demonstrate the manipulation of graphics.
- 4.4 Utilize the control palette.
- 4.5 Demonstrate the techniques of masking an object.
- 5. Create and manipulate text.**
- 5.1 Understand the various families of typefaces and fonts.
- 5.2 Demonstrate creation of text.
- 5.3 Demonstrate proper text alignments.
- 5.4 Demonstrate manipulations of text blocks.
- 5.5 Demonstrate proper text formatting techniques.
- 5.6 Utilize the control palette.
- 5.7 Demonstrate how to print text.
- 5.8 Demonstrate how to work with text in multiple documents.
- 5.9 Demonstrate creating and editing in story editor.
- 5.10 Demonstrate usage of MasterPages.
- 6. Import and manipulate external text.**
- 6.1 Demonstrate importing of word-processing files.
- 6.2 Understand the types of text flow.
- 6.3 Demonstrate effective layouts combining text and graphics.
- 6.4 Demonstrate the formatting and replacement of imported text.
- 6.5 Demonstrate the creation and management of libraries.
- 6.6 Demonstrate linking and embedding graphics and text.
- 7. Format paragraphs, tables, and lists.**
- 7.1 Demonstrate proper formatting of paragraphs.
- 7.2 Demonstrate the creation of bulleted lists and numbered lists.
- 7.3 Demonstrate spatial adjustments for text.
- 7.4 Demonstrate application of special design effects.
- 7.5 Understand typing tables in PageMaker.
- 7.6 Demonstrate the importing of tables and lists.
- 8. Create and apply style sheets.**
- 8.1 Demonstrate the application of various styles.
- 8.2 Demonstrate the creation of new styles.
- 8.3 Demonstrate the modification of styles.
- 9. Create and administer templates.**
- 9.1 Explain the differences between placeholder templates and grid templates.
- 9.2 Demonstrate the creation of various templates.
- 9.3 Demonstrate usage of templates.

9.4 Demonstrate the modification of templates

GRA-140

- 1. Navigate through PhotoShop palettes and toolbox.**
 - 1.1 Maneuver through palettes.
 - 1.2 Demonstrate usage of tools in toolbox.
 - 1.3 Demonstrate usage of other toolbox controls.
 - 1.4 Demonstrate usage of keyboard navigation.
 - 1.5 Utilize the PhotoShop menu bar.
- 2. Understand image size and resolutions.**
 - 2.1 Understand the relationship between PPI and Line screens.
 - 2.2 Understand canvas size command.
 - 2.3 Understand tones.
- 3. Edit using basic selection techniques.**
 - 3.1 Demonstrate efficient use of basic selection tools.
 - 3.2 Understand layers and selections.
 - 3.3 Understand mirrored tiles.
 - 3.4 Demonstrate usage of adding or removing portions of a selection.
 - 3.5 Utilize the type tools.
- 4. Use the painting tools effectively.**
 - 4.1 Utilize the brush palette.
 - 4.2 Demonstrate usage of the magic eraser.
 - 4.3 Demonstrate usage of the rubber stamp tool.
- 5. Understand blending modes.**
 - 5.1 Demonstrate how to access and apply blending modes.
 - 5.2 Demonstrate how to apply various blending modes while using layers.
 - 5.3 Explain how each of the blending modes affects an image.
 - 5.4 Demonstrate how colors blend together.
 - 5.5 Explain affects of merging or blending color images.
- 6. Edit using complex selection techniques.**
 - 6.1 Demonstrate use of Magic Wand.
 - 6.2 Demonstrate how to smooth the edges of a selection.
 - 6.3 Demonstrate how to save selection areas.
 - 6.4 Demonstrate how to “feather” a selection area.
 - 6.5 Demonstrate how to create vignette borders.
 - 6.6 Demonstrate creation of a composite image using complex selection techniques.
- 7. Work with channels.**
 - 7.1 Explain what channels are and how they are used.
 - 7.2 Explain the differences between color models.
 - 7.3 Demonstrate the use of alpha channels.
 - 7.4 Demonstrate the manipulation of channels in images.

- 7.5 Demonstrate the use of channels in creating special effects.
- 8. Work with levels.**
 - 8.1 Explain what levels are and how they are used.
 - 8.2 Demonstrate the analysis of a histogram.
 - 8.3 Explain how levels affect reproducibility.
 - 8.4 Demonstrate how to adjust levels in an image.
 - 8.5 Demonstrate the use of levels in creating other effects.
- 9. Work with layers.**
 - 9.1 Explain what layers are and how they are used.
 - 9.2 Demonstrate how to create documents with multiple layers.
 - 9.3 Demonstrate merging and combining images via layers.
 - 9.4 Demonstrate how to apply various blending modes to individual layers.
 - 9.5 Demonstrate how to use layers to develop complex images.
- 10. Work with curves.**
 - 10.1 Utilize the curves dialog box.
 - 10.2 Explain the affects of color models on curves.
 - 10.3 Understand the relationship between curves and levels.
 - 10.4 Demonstrate the use of curves to improve images.
 - 10.5 Understand the use of duotone.
- 11. Create and manage paths.**
 - 11.1 Demonstrate use of the pen tool.
 - 11.2 Explain what paths are and how they are used.
 - 11.3 Demonstrate the use of a clipping path.
 - 11.4 Explain why clipping paths are important in creating complex images.
 - 11.5 Demonstrate how to manipulate clipping paths.
 - 11.6 Utilize the Path palette.
 - 11.7 Demonstrate the use of paths in creating special effects.
- 12. Work with filters.**
 - 12.1 Explain what filters are and how they are used.
 - 12.2 Demonstrate the usage of filters.
 - 12.3 Demonstrate how to use filters to create special effects.
 - 12.4 Demonstrate how to use filters to create buttons for the Web or multimedia projects.
- 13. Explain ethical issues.**
 - 13.1 Explain ethical issues in image manipulation.
- 14. Understand basic camera operations.**
 - 14.1 Explain types of equipment (cameras, tripods, flashes, light meters, filters)
 - 14.2 Demonstrate proper use of a digital camera.
 - 14.3 Demonstrate proper use of a 35mm camera.
- 15. Explain photographic techniques.**
 - 15.1 photographic terminology
- 16. Understand digital image technologies.**
- 17. Understand digital image scanning.**
 - 17.1 Demonstrate proper digital image scanning techniques.
 - 17.2 Explain ethical issues in digital imaging.

GRA-173

1. Describe the evolution of typography.

- 1.1 Understand the history of type.
- 1.2 Identify the seven categories of type.

2. Define the use of typography in the communication process.

- 2.1 Explain the differences between readability and legibility.
- 2.2 Explain the uses of serif and sans serif typefaces.

3. Identify type families and apply typefaces to functional projects.

- 3.1 Identify widely used type families.
- 3.2 Demonstrate the proper use of typefaces in projects.

4. Demonstrate the correct methodology for using type and principles of typography in a variety of media.

- 4.1 Understand proper punctuation and spacing principles.
- 4.2 Demonstrate proper punctuation and spacing principles.
- 4.3 Identify ligature problems and be able to correct.
- 4.4 Demonstrate principles of using special effects in type.

5. Demonstrate the correct methodology of marking up copy using typographer's symbols and language.

- 5.1 Utilize typographer's symbols and language.
- 5.2 Demonstrate proper use of typographer's symbols.

GRA-175

1. Define the publishing process: people and tasks, hardware and software

- 1.1 Explain the history of printing.
- 1.2 Describe the publishing cycle.
- 1.3 Discuss the hardware and software needed for publishing.

2. Describe the communication process both visual and verbal.

- 2.1 Discuss how visual language can be used as a communication medium.
- 2.2 Describe how graphic design and aesthetics aid in the communication process.
- 2.3 Identify basic visual communication principles and explain how they aid in the design of aesthetically pleasing publications.

3. Recognize document structure – organizing your publication.

- 3.1 Describe text elements that can add character, animation, and shape to a page.
- 3.2 Use design elements that add emphasis and variety to a page that is text-intensive.
- 3.3 Recognize the grid structure of a simple publication design.

3.4 Discuss the purpose and use of a style sheet.

4. Designing form with content.

- 4.1 Analyze the text portion of a simple document, identify its structural elements, and classify the information in hierarchal form.
- 4.2 Use editor's mark-up codes to indicate a publication's structure.
- 4.3 Mark up text for typesetting indicating appropriate word and letter spacing, tab settings, margins, and indents.
- 4.4 Prepare thumbnails for each piece.
- 4.5 Use size and weight to add importance to a publication's text elements.
- 4.6 Use space visually to indicate relationships between different parts of a page.
- 4.7 Use a minimum of six basic page design and layout rules in a publication design.

5. Describe type basics.

- 5.1 Describe basic type characteristics such as type style, weight, slant, and proportion.
- 5.2 Understand how to distinguish one typeface from another.
- 5.3 Measure type and specify type for a publication.
- 5.4 Demonstrate usage of a type catalog.

6. Understand type aesthetics.

- 6.1 Determine an appropriate line length for a text-intensive document.
- 6.2 Discuss the merits of text orientation and give examples of publications in which each would be most appropriate.
- 6.3 Use display type to add contrast to the printed page and to give cues to hierarchy.
- 6.4 Use decorative type to enhance the design of a publication.
- 6.5 Position headings and subheadings in text-intensive documents so as to provide cues to the hierarchy of the content while expanding visual interest.
- 6.6 Combine typefaces in a single document so that they complement one another yet add contrast to the layout.

7. Use grids for working with structure and space.

- 7.1 Understand the reasons for standardizing publication designs.
- 7.2 Identify the use of modularity and repeatability in publications.
- 7.3 Use the basic formal grid for thumbnailing your design ideas.
- 7.4 Execute intuitive grids.
- 7.5 Understand how to use grids to emphasize horizontality and verticality in your design.
- 7.6 Use the Golden Mean as a basis for design proportions.

8. Work with photos and illustrations.

- 8.1 Place graphic material on the page in relation to the text.
- 8.2 Use graphic elements, including tint blocks and rules, in your publications.
- 8.3 Distinguish between the line and halftone method of reproducing artwork.
- 8.4 Choose the best method for reproducing photographs and illustrations.
- 8.5 Crop artwork for greater visual impact.

- 8.6 Use photo release forms and permission-to-use forms.
- 8.7 Adhere to copyright law restrictions.

GRA-190

1. Describe the evolution of the printing industry.
 - 1.1 Explain the different types of printing processes.
 - 1.2 Explain the entire printing process from inception to distribution.
2. Develop color management skills.
 - 2.1 Explain the differences between spot and process color.
 - 2.2 Demonstrate the correct method of using color and color principles.
 - 2.3 Apply color principles to a variety of media.
 - 2.4 Explain process color printing, ink trapping, and separations as it relates to the printing industry.
3. Understand the processes used in a printing company.
 - 3.1 Explain how to effectively work with printers.
 - 3.2 Demonstrate the bidding process.
 - 3.3 Understand plate-making processes.
4. Develop a portfolio of projects.
 - 4.1 Demonstrate software proficiency through portfolio pieces.
 - 4.2 Demonstrate proper typography and design skills/knowledge through portfolio pieces.
 - 4.3 Demonstrate organization skills.
5. Establish a rapport with the community.
 - 5.1 Demonstrate professional business etiquette.
 - 5.2 Demonstrate appropriate communication skills.
 - 5.3 Demonstrate work ethic (organization, deadlines, teamwork, etc.)

GRA-275

1. Explain and demonstrate design principles used in a variety of business publications.
 - 1.1 Identify nine categories of business publications.
 - 1.2 Understand the purpose of business reports.
 - 1.3 Identify the basic items found in an effective business proposal.
 - 1.4 Contrast the elements between a price/product specification sheet and those in a catalog.
 - 1.5 Identify the different categories of analytical business graphics.
 - 1.6 Design attractive business publications.
2. **Explain and demonstrate design principles used in a newsletter or newspaper layout.**
 - 2.1 Distinguish between a newsletter and a newspaper.
 - 2.2 List the typical dimensions and formats for newsletters.
 - 2.3 Explain the four categories of newsletters.

- 2.4 Implement principles of newsletter layout and design.
- 2.5 Understand the grid elements common to all newsletters.
- 2.6 Distinguish between a nameplate and a masthead.
- 2.7 Explain the differences between a balanced and modular layout in newspaper design.
- 2.8 Understand the differences between display ads and classified ads.
- 2.9 Understand placement and position of ads in a newspaper.
- 3. Explain and demonstrate design principles used in short documents.**
 - 3.1 List elements needed for short publication design strategies.
 - 3.2 Identify purposes of a flyer.
 - 3.3 Implement principles of flyer layout and design.
 - 3.4 Understand folding techniques to form a folder.
 - 3.5 Implement principles of folder layout and design.
 - 3.6 Distinguish between a booklet and a brochure.
- 4. Explain and demonstrate design principles used in long documents.**
 - 4.1 Discuss the purpose of a publication specification form.
 - 4.2 Explain the parts of a book.
 - 4.3 Understand the differences between a manual and a trade book.
 - 4.4 Identify basic elements that make a manual.
 - 4.5 Understand type guidelines in catalogs.
 - 4.6 Implement principles of long document layout and design.
- 5. Explain design principles used in magazine layouts.**
 - 5.1 Discuss the purpose of a magazine specification form..
 - 5.2 Understand the differences between a magazine layout and book or newspaper layout.
 - 5.3 Explain design principles for creating a magazine cover.
 - 5.4 Understand a logo and a logotype.
 - 5.5 Explain design principles for each set of interior pages.
 - 5.6 Understand an editorial and feature article layouts.

 - 5.7 Display a working knowledge of common ad shapes and sizes.
- 6. Explore processes involved in working with an outside printing company.**
 - 6.1 Know when to consult with and select a service bureau and a print shop.
 - 6.2 List specifications for halftone reproduction.
 - 6.3 Explain differences between process and spot color.
 - 6.4 Explain color separations.
 - 6.5 Know how to specify paper.
 - 6.6 Understand paper characteristics and its importance is job appearance.
 - 6.7 Explain finishing processes.
- 7. Understand how to plan, budget, and schedule a job.**
 - 7.1 Understand a production plan.
 - 7.2 Prepare a publication schedule for a project.
 - 7.3 Explain how to plan a budget based on a job.

GRA-932

1. Perform tasks appropriate for a graphic communications specialist.
2. Demonstrate job-retaining attendance.
3. Demonstrate appropriate business dress and grooming.
4. Demonstrate appropriate dress and behavior in a business meal situation.
5. Apply listening skills.
6. Follow oral and written instructions.

**Math elective, Social Science elective (6 credits- 2 different disciplines), Science elective
Humanities elective (not Art).**