

665 Graphic Communications III

This course is designed to provide a basic background and understanding of the Graphic Communications field. It is intended to cover the spectrum of communication from verbal through computer-enhanced. Students will investigate the history of communication and its impact on today's world. The impact of communication will be covered, as well as ethical and moral issues surrounding the use of media and propaganda. The physical operation of printing and pre-press equipment and software will provide an opportunity to increase individual competency in the areas of graphic communications. Skills necessary for future employment in the field, as well as opportunities for self-employment will be presented.

Seventeen and one-half (17.5) credits will be offered for successful completion of this course.

Unit	Lessons	Unit Objective
September Unit I Safety	Safety Techniques in the Copy Center Cull Portfolio and Plan Senior project	Review of Building, Personal, Fire, Ergonomic safety Operation and maintenance of copiers Create Plan for Senior Project
October Unit II Business Mgmt.	Business Management Thumbnail Sketches	Review role of Ethics in business Consider financial aspects of the business of printing Create a business plan for a graphic design/print business Multi-page Thumbnail Sketches will be created
October-November Unit III Artwork Preparation Workflow	Font Families Vector and Bitmap Design Programs	Students will investigate history of the communications and its role in current society Advanced CorelDraw techniques Advanced InDesign Techniques Advanced Photoshop Techniques
November-December Unit IV Pre-Press Raster Image Processor Catch-up time	InDesign Basics Print considerations Business Cards Raster Graphics Variable Data Printing	Students will learn how to prepare artwork for press and copiers including: Use of Registration Marks, Color Bars, and Crop Marks and Gripper Margins Digital color and wide-format printers will be used to produce posters, shirts, envelopes Variable Data Printing Techniques
January Unit V Substrates Inks	Paper Dye-Sublimation	Students will demonstrate knowledge of the role of paper through production of printed pieces using students' specifications Varying dye-sublimation substrates will be explored and their characteristics examined. Items will be created for school store.

<p>February-March</p> <p>Unit VI Chemicals Measurement Cutter</p>	<p>Printer's measures Print Shop Chemicals Polar Cutter Operation</p>	<p>Students will continue study of measurement including pH, and temperature/humidity issues</p> <p>Students will learn special chemicals and processes in complex offset print projects</p> <p>Students will learn to program the Polar Cutter for various repetitive cuts</p>
<p>March-April</p> <p>Unit VII Maintenance Catch-up</p>	<p>Equipment Maintenance Tool Management</p>	<p>Students will continue with scheduled preventive maintenance of equipment</p> <p>Students will learn techniques of proper tool management and storage</p>
<p>April-May</p> <p>Unit VIII Camera / Photography</p>	<p>The Camera The Image Cropping and Editing</p>	<p>Through photographic and scanning techniques images will be captured and converted to digital format using studio lighting and still-life photography. Evaluation, Cropping and editing for artwork will be student driven.</p>
<p>May-June</p> <p>Unit IX Plate-making Press Basics</p>	<p>Plate making techniques Offset Press Operation Digital Color Printing</p>	<p>Students will learn the intricacies and adjustments in the RIP for accurate plate-making for offset printing.</p> <p>Students will operate and produce multi-color offset print work.</p>
<p>June</p> <p>Unit X Bindery</p>	<p>Collator Folder Booklet maker</p>	<p>The coordination of bindery operations including Collator, Folder, and Booklet-maker will be covered.</p>