



EXAM INFORMATION

Items

45

Points

61

Prerequisites

NONE

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

ARTS, A/V TECHNOLOGY, AND
COMMUNICATION

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

This course is designed to provide students with the basic knowledge and skills related to the graphic design and printing industries. This includes instruction and hands-on assignments in the following areas: design & layout, safety, printing operations, related computer and software, and professional skills.

EXAM BLUEPRINT

STANDARD

PERCENTAGE OF EXAM

1- Intro to Graphics/Printing Industry	7%
2- Safe Practices	10%
3- Design Processes	18%
4- Computer Skills	18%
5- Page Layout	13%
6- Digital Image Editing	13%
7- Digital Illustrations	13%
8- Printing Processes	8%
9- Professional Skills in the Workplace (Optional)	



STANDARD 1

STUDENTS WILL BE ABLE TO UNDERSTAND THE INTRODUCTION TO THE GRAPHICS/PRINTING INDUSTRY

- Objective 1 Define graphic communications.
- Objective 2 Define printing and identify products produced by printing.
- Objective 3 Identify major contributions in the history of printing.
- Objective 4 Explain basic printing technologies.
- Objective 5 Demonstrate the technical production flow from idea to finished product.

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE SAFE PRACTICES

- Objective 1 List safety rules involving chemicals and flammable liquids.
- Objective 2 Read, comprehend, and follow instructions on warning labels.
- Objective 3 List the steps to be taken in case of injury in the lab.
- Objective 4 Identify locations of first aid kit, eyewash station, MSDS, and safety equipment.
- Objective 5 Follow proper safety procedures and dress code when operating equipment.
- Objective 6 Demonstrate common sense when working with others.
- Objective 7 Pass general lab safety test.

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE DESIGN PROCESSES

- Objective 1 Understand the design process.
- Objective 2 Define the principles and elements of design.
- Objective 3 Identify typeface classifications.
- Objective 4 Understand point size, leading and alignment.
- Objective 5 Create a design for printing.

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE COMPUTER SKILLS

- Objective 1 Understand software types (i.e. word processing, page layout, paint, and draw) and related applications.
- Objective 2 Identify software interface features (i.e. panels, menus, dialog boxes).



- Objective 3 Define hardware and hardware functions.
- Objective 4 List file types, file formats, and image types.
- Objective 5 Perform basic math skills.
- Objective 6 Create a PDF.

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE PAGE LAYOUT

- Objective 1 Know basic operations of tools, panels, and menus in a page layout application (i.e. InDesign).
- Objective 2 Define layout elements (i.e. body type, display type, illustrations, and white space).
- Objective 3 Demonstrate proper use of rulers, guides, and margins.
- Objective 4 Import an image into a page layout program.
- Objective 5 Measure linear dimensions in inches and fractions of an inch to 1/8".
- Objective 6 Perform fraction to decimal conversions.
- Objective 7 Create a page layout.

Standard 5 Performance Evaluation included below (Optional)

STANDARD 6

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE DIGITAL IMAGE EDITING

- Objective 1 Know basic operations of tools, panels, and menus in an image editing application (i.e. Photoshop).
- Objective 2 Define pixels and resolution.
- Objective 3 Understand the advantages & disadvantages of raster images.
- Objective 4 Acquire a raster image.
- Objective 5 Solve mathematical equations as they relate to pixels.
- Objective 6 Edit a raster image.

Standard 6 Performance Evaluation included below (Optional)

STANDARD 7

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE DIGITAL ILLUSTRATIONS

- Objective 1 Know basic operations of tools, panels, and menus in an illustration application (e.g., Illustrator).
- Objective 2 List the advantages and disadvantages of vector images.
- Objective 3 Select and modify a vector image.
- Objective 4 Solve ratio and conversion problems.
- Objective 5 Create a vector image.

Standard 8 Performance Evaluation included below (Optional)



STANDARD 8

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE PRINTING PROCESSES

- Objective 1 Classify the major printing process (flexography, lithography, screen, gravure, and digital).
- Objective 2 Determine products produced by each of the major printing process.
- Objective 3 Identify the image and non-image area on an image carrier.
- Objective 4 Define substrate.
- Objective 5 Print a product.

Standard 8 Performance Evaluation included below (Optional)

STANDARD 9 (Optional)

STUDENTS WILL GAIN AN UNDERSTANDING OF GRAPHIC COMMUNICATIONS AS A PROFESSION AND WILL DEVELOP PROFESSIONAL SKILLS FOR THE WORKPLACE

- Objective 1 As a participating member of the SkillsUSA¹ student organization, complete the SkillsUSA Level I Professional Development Program.
 - 1. Complete a self-assessment inventory and identify individual learning styles.
 - 2. Discover self-motivation techniques and establish short-term goals.
 - 3. Determine individual time-management skills.
 - 4. Define future occupations.
 - 5. Define awareness of cultural diversity and equity issues.
 - 6. Recognize the benefits of conducting a community service project.
 - 7. Demonstrate effective communication skills with others.
 - 8. Participate in a shadowing activity.
 - 9. Identify components of an employment portfolio.
 - 10. Explore what is ethical in the workplace or school.
 - 11. Demonstrate proficiency in program competencies.
 - 12. Explore what is ethical in the workplace or school.
 - 1. State the SkillsUSA motto.
 - 2. State the SkillsUSA creed.
 - 3. Learn the SkillsUSA colors.
 - 4. Describe the official SkillsUSA dress.
 - 5. Describe the procedure for becoming a SkillsUSA officer.
- Objective 2 Understand the role graphic communications and relate career opportunities.
- Objective 3 Display a professional attitude toward the instructor and peers.

Standard 9 Performance Evaluation included below (Optional)



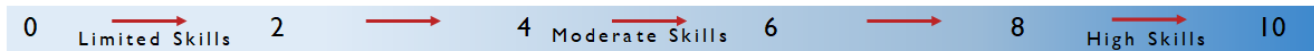
Graphic Communications, Intro Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Graphics/Printing Industry

Score:

- Define graphic communications
- Explain basic printing technologies
- Define printing and identify products produced by printing
- Identify major contributions in the history of printing
- Demonstrate the technical production flow from idea to finished product

STANDARD 2 Safe Practices

Score:

- Pass general lab safety test
- List safety rules involving chemicals and flammable liquids
- Read, comprehend and follow instructions on warning labels
- List the steps to be taken in case of injury in the lab
- Identify locations of first aid kit, eye wash stations, MSDS, and safety Equipment
- Demonstrate common sense when working with others

STANDARD 3 Design Processes

Score:

- Understand the design process
- Define the principles/elements of design
- Identify typeface classifications
- Create a design for printing
- Understand point size, leading and alignment

STANDARD 4 Computer Skills

Score:

- Understand software types and related applications
 - Word processing
 - Paint
 - Page layout
 - Draw



- Identify software interface features
 - Panel
 - Menus
 - Dialog boxes

STANDARD 5 Page Layout

Score:

- Know basic operations of tools, panels, and menus, in a page layout application (e.g., InDesign)
- Define layout elements:
 - Body type
 - Display type
 - Illustrations
 - White space
- Demonstrate proper use of rulers, guides, and margins
- Import an image into a page layout program
- Measure linear dimensions in inches and fractions of an in to 1/8"
- Perform fraction to decimal conversions
- Create a page layout

STANDARD 6 Digital Image Editing

Score:

- Know basic operations of tools, panels, and menus in an image editing application (e.g., photoshop)
- Advantages/disadvantages of raster images
- Define pixels and resolution
- Acquire a raster image
- Edit a raster image
- Solve mathematical equations as they relate to pixels

STANDARD 7 Digital Illustrations

Score:

- Know basic operations of tools, panels, and menus in an illustration application, (e.g., Illustrator)
- Advantages/disadvantages of vector images
- Select and modify a vector image
- Solve ration and conversion problems
- Create a vector image
- Solve ratio and conversion problems
- Create a vector image

STANDARD 8 Printing Processes

Score:

- Classify the major printing processes
 - Flexography
 - Lithography
 - Screen
 - Gravure
 - Digital
- Determine products produced by each of the major printing process
- Identify the image and non-image area on an image carrier



- Define substrate
- Print a product

STANDARD 9 Professional Skills in the Workplace

Score:

- As a participating member of the SkillsUSA student organization complete the SkillsUSA level I Professional Development Program
- Understand the role graphic communications and relate career opportunities
- Display a professional attitude toward the instructor and peers

PERFORMANCE STANDARD AVERAGE SCORE: