# Arts, AV Technology and Communications Career Cluster
# Graphic Design and Production
## Course Number 48.56200

**Course Description:**
As the second course in the Graphics Communication and Graphics Design Pathways, this course builds on knowledge and skills learned in the Introduction to Graphics and Design course and focuses on procedures commonly used in the graphic communication and design industries. Students will gain more experience in creative problem solving and the practical implementation of those solutions across multiple areas of graphic design and graphic communications. The prerequisite for this course is Introduction to Graphics and Design.

## Course Standard 1

**AAVTC-GDP-1**
The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

**Standard: Demonstrate employability skills required by business and industry.**
The following elements should be integrated throughout the content of this course.
**1.1    Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities**.

| Person-to-Person Etiquette | Telephone and Email Etiquette | Cell Phone and Internet Etiquette | Communicating At Work | Listening |
|---|---|---|---|---|
| Interacting with Your Boss | Telephone Conversations | Using Blogs | Improving Communication Skills | Reasons, Benefits, and Barriers |
| Interacting with Subordinates | Barriers to Phone conversations | Using Social Media | Effective Oral Communication | Listening Strategies |
| Interacting with Co-workers | Making and Returning Calls | | Effective Written Communication | Ways We Filter What We Hear |
| Interacting with Suppliers | Making Cold Calls | | Effective Nonverbal Skills | Developing a Listening Attitude |
| | Handling Conference Calls | | Effective Word Use | Show You Are Listening |
| | Handling Unsolicited Calls | | Giving and Receiving Feedback | Asking Questions |
| | | | | Obtaining Feedback |
| | | | | Getting Others to Listen |

| Nonverbal Communication | Written Communication | Speaking | Applications and Effective Résumés |
|---|---|---|---|
| Communicating Nonverbally | Writing Documents | Using Language Carefully | Completing a Job Application |
| Reading Body Language and mixed Messages | Constructive Criticism in Writing | One-on-One Conversations | Writing a Cover Letter |
| Matching Verbal and Nonverbal communication | | Small Group Communication | Things to Include in a Résumé |
| Improving Nonverbal Indicators | | Large Group Communication | Selling Yourself in a Résumé |

| Nonverbal Feedback | | Making Speeches | Terms to Use in a Résumé |
| --- | --- | --- | --- |
| Showing Confidence Nonverbally | | Involving the Audience | Describing Your Job Strengths |
| Showing Assertiveness | | Answering Questions | Organizing Your Résumé |
| | | Visual and Media Aids | Writing an Electronic Résumé |
| | | Errors in Presentation | Dressing Up Your Résumé |

**1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.**

| Teamwork and Problem Solving | Meeting Etiquette |
| --- | --- |
| Thinking Creatively | Preparation and Participation in Meetings |
| Taking Risks | Conducting Two-Person or Large Group Meetings |
| Building Team Communication | Inviting and Introducing Speakers |
| | Facilitating Discussions and Closing |
| | Preparing Visual Aids |
| | Virtual Meetings |

**1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.**

| Problem Solving | Customer Service | The Application Process | Interviewing Skills | Finding the Right Job |
| --- | --- | --- | --- | --- |
| Transferable Job Skills | Gaining Trust and Interacting with Customers | Providing Information, Accuracy and Double Checking | Preparing for an Interview | Locating Jobs and Networking |
| Becoming a Problem Solver | Learning and Giving Customers What They Want | Online Application Process | Questions to Ask in an Interview | Job Shopping Online |
| Identifying a Problem | Keeping Customers Coming Back | Following Up After Submitting an Application | Things to Include in a Career Portfolio | Job Search Websites |
| Becoming a Critical Thinker | Seeing the Customer's Point | Effective Résumés: | Traits Employers are Seeking | Participation in Job Fairs |
| Managing | Selling Yourself and the Company | Matching Your Talents to a Job | Considerations Before Taking a Job | Searching the Classified Ads |
| | Handling Customer Complaints | When a Résumé Should be Used | | Using Employment Agencies |
| | Strategies for Customer Service | | | Landing an Internship |
| | | | | Staying Motivated to Search |

**1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.**

| Workplace Ethics | Personal Characteristics | Employer Expectations | Business Etiquette | Communicating at Work |
| --- | --- | --- | --- | --- |
| Demonstrating Good Work Ethic | Demonstrating a Good Attitude | Behaviors Employers Expect | Language and Behavior | Handling Anger |
| Behaving Appropriately | Gaining and Showing Respect | Objectionable Behaviors | Keeping Information Confidential | Dealing with Difficult Coworkers |
| Maintaining Honesty | Demonstrating Responsibility | Establishing Credibility | Avoiding Gossip | Dealing with a Difficult Boss |
| Playing Fair | Showing Dependability | Demonstrating Your Skills | Appropriate Work Email | Dealing with Difficult Customers |

| Using Ethical Language | Being Courteous | Building Work Relationships | Cell Phone Etiquette | Dealing with Conflict |
|---|---|---|---|---|
| Showing Responsibility | Gaining Coworkers' Trust | | Appropriate Work Texting | |
| Reducing Harassment | Persevering | | Understanding Copyright | |
| Respecting Diversity | Handling Criticism | | Social Networking | |
| Making Truthfulness a Habit | Showing Professionalism | | | |
| Leaving a Job Ethically | | | | |

**1.5    Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.**

| Expected Work Traits | Teamwork | Time Management |
|---|---|---|
| Demonstrating Responsibility | Teamwork Skills | Managing Time |
| Dealing with Information Overload | Reasons Companies Use Teams | Putting First Things First |
| Transferable Job Skills | Decisions Teams Make | Juggling Many Priorities |
| Managing Change | Team Responsibilities | Overcoming Procrastination |
| Adopting a New Technology | Problems That Affect Teams | Organizing Workspace and Tasks |
| | Expressing Yourself on a Team | Staying Organized |
| | Giving and Receiving Constructive Criticism | Finding More Time |
| | | Managing Projects |
| | | Prioritizing Personal and Work Life |

**1.6    Present a professional image through appearance, behavior and language.**

| On-the-Job Etiquette | Person-to-Person Etiquette | Communication Etiquette | Presenting Yourself |
|---|---|---|---|
| Using Professional Manners | Meeting Business Acquaintances | Creating a Good Impression | Looking Professional |
| Introducing People | Meeting People for the First Time | Keeping Phone Calls Professional | Dressing for Success |
| Appropriate Dress | Showing Politeness | Proper Use of Work Email | Showing a Professional Attitude |
| Business Meal Functions | | Proper Use of Cell Phone | Using Good Posture |
| Behavior at Work Parties | | Proper Use in Texting | Presenting Yourself to Associates |
| Behavior at Conventions | | | Accepting Criticism |
| International Etiquette | | | Demonstrating Leadership |
| Cross-Cultural Etiquette | | | |
| Working in a Cubicle | | | |

**Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:**
Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses. Additional Georgia Standards of Excellence ELA/ Literacy standards for Speaking and Listening are listed in the foundational course standards below.

## Course Standard 2

**AAVTC-GDP-2**
**Build upon previous knowledge and demonstrate proper equipment operation and follow procedures in a safe manner and achieve 100 percent on a written or demonstration safety test.**
   2.1. Demonstrate knowledge of safety features and practices for both general to the industry and specific to lab.
   2.2. Demonstrate knowledge of and proper use of personal protection equipment needed for both general to the industry and specific to lab.
   2.3. Demonstrate knowledge of and proper use of equipment operating instructions for both general to the industry and specific to lab.

## Course Standard 3

**AAVTC-GDP-3**
**Examine and prepare for career opportunities in the design profession.**
   3.1. Research various design specialties that exist in the field.
   3.2. Demonstrate an understanding of the importance of developing professional self-promotional materials, such as but not limited to resume, brochure, business card, cover letter, twitter avatar, and other emerging technologies.
   3.3. Demonstrate an understanding of specific job requirements for the graphic communication and design industry.
   3.4. Demonstrate building a professional portfolio.

## Course Standard 4

**AAVTC-GDP-4**
**Understand and demonstrate the fundamental basic elements and principles of design.**
   4.1. Compare and contrast or critique professionally-completed works.
   4.2. Apply knowledge of design principles to new products.
   4.3. Incorporate design elements and principles in hand drawn sketches and measured layouts.
   4.4. Design successful compositions that employ elements found in existing collateral design pieces.
   4.5. Apply creative thinking skills to produce solutions to artistic problems.
   4.6. Create original designs that utilize basic elements and principles.

## Course Standard 5

**AAVTC-GDP-5**
**Demonstrate an understanding of the fundamental basics of a creative brief and demonstrate the proper usage.**
   5.1. Demonstrate the requirements and the importance of developing a creative brief on the job.
   5.2. Demonstrate the ability to identify the required audience.
   5.3. Apply knowledge to determine project purpose and audience needs.

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## Course Standard 6

**AAVTC-GDP-6**
**Explore color and the variety of methods in which it can be applied. Interpret and apply color models through graphic manipulations. Identify the output issues involving color and demonstrate the proper usage.**

6.1. Demonstrate an understanding of how color impacts the creative strategy of a project.
6.2. Choose and implement optimal color schemes.
6.3. Demonstrate effective use of black and white (one-color) design.
6.4. Generate monochromatic, limited chromatic and full-color solutions to solve design problems.
6.5. Analyze and implement color management among color systems including CMYK (cyan, magenta, yellow, and key [black] colors), RGB (red, green, blue colors), and spot colors (according to the Pantone Matching System).
6.6. Demonstrate the creation of printed color with halftones.
6.7. Demonstrate an understanding of the transition of tone images to dots of an output process.
6.8. Understand output devices and which is appropriate according to job description.
6.9. Evaluate image registration issues.
6.10. Demonstrate designing traps and spot color for production.

## Course Standard 7

**AAVTC-GDP-7**
**Explore different outlets for typography and define its role in design.**

7.1. Demonstrate knowledge of typographic principles relating to layout and page composition.
7.2. Investigate and demonstrate typography as an expressive form, not limited to type as an image, etc.
7.3. Demonstrate the ability to explore possible combinations of type and image as two different entities combined into a cohesive form.

## Course Standard 8

**AAVTC-GDP-8**
**Develop professional written, verbal and non-verbal communication skills and follow ethical guidelines and copyright laws.**

8.1. Demonstrate the ability to follow directions.
8.2. Demonstrate the ability to work collaboratively in creative teams.
8.3. Constructively criticize classmate(s) work objectively, as well as accept criticism.
8.4. Follow ethical guidelines and copyright laws and explain their history and purpose; such as but not limited to, Intellectual Property, Creative Commons, Work For Hire, Fair Use, etc.

## Course Standard 9

**AAVTC-GDP-9**
**Identify and demonstrate a working knowledge of illustration as it pertains to the design field.**

9.1 Apply traditional drawing skills to graphic solutions, such as but not limited to cross hatch, stipple, contouring, perspective, etc.
9.2 Develop a process or sketchbook that carries visual solutions from hand-drawn thumbnails and roughs to a finished digital composition.
9.3 Identify the role and purpose of illustration in the professional field.
9.4 Identify and demonstrate a working knowledge of illustration software.

## Course Standard 10

**AAVTC-GDP-10**
**Demonstrate knowledge of file management and file formats and digital file preparation.**
- 10.1. Create folder structure to organize documents along with all support files including client original files, fonts, images, etc.
- 10.2. Identify and demonstrate proper usage of file formats used in industry, such as but not limited to native/default format; metafiles (e.g. wmf, pdf, eps,), generic (e.g. tif, jpg, gif, png, txt, etc.), and will be able to identify future/emerging file formats.
- 10.3. Read and interpret a job ticket for production information.
- 10.4. Demonstrate knowledge of preflight and package documents, as well as the ability to identify problems that include resolution, missing fonts, missing graphics, number of inks, etc.
- 10.5. Demonstrate knowledge of spell check and proofreaders marks in order to proofread, edit, and make corrections/adjustments to copy.
- 10.6. Design and produce a digital document in a page layout program. Layout should include placed graphics of appropriate quality, correct number of inks, correct margins, and gutters for folding purposes.
- 10.7. Demonstrate image/file conversions, such as but not limited to CMYK (cyan, magenta, yellow, and black colors) to RGB (red, green, blue colors), Adobe Illustrator (AI) to Metafile EPS, etc.
- 10.8. Demonstrate how to place scanned graphics/photos into existing page layout program.
- 10.9. Produce digital files using appropriate dots per inch (DPI) and pixels per inch (PPI) resolution for media.
- 10.10 Demonstrate how to plan, by creating a folding dummy, and impose a multipage document.

## Course Standard 11

**AAVTC-GDP-11**
**Demonstrate proper usage of measuring units and devices.**
- 11.1. Examine and construct documents with multiple measurement systems used in the field including inches, points and picas.
- 11.2. Demonstrate the accurate execution of measurement conversions.
- 11.3. Demonstrate positioning images on substrates using appropriate measurements.

## Course Standard 12

**AAVTC-GDP-12**
**Demonstrate knowledge of production and output in the graphics & design industry.**
- 12.1 List and understand output methods and applications used in the graphics industry.
- 12.2. List and understand binding methods and applications used in the graphics industry
- 12.3. List and understand finishing methods and applications used in the graphics industry
- 12.4. Explain characteristics of substrates used in the graphics industry
- 12.5. Identify various types of inks/toners used in the graphics industry
- 12.6. Demonstrate proper design and production workflow
- 12.7. Demonstrate the ability to provide quote / cost estimate according to job ticket
- 12.8. Determine time schedule for completion of project per job ticket
- 12.9. Generate a hard and soft proof for customer approval
- 12.10 Manage customer change requests to fulfill order according to job ticket, accuracy, color, waste, order quantity, and quality.

## Course Standard 13

**AAVTC-GDP-13**

**Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, and competitive events.**

12.1. Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of SkillsUSA.

12.2. Explain how participation in SkillsUSA can promote lifelong responsibility for community service, professional growth and development.

12.3. Explore the impact and opportunities SkillsUSA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.

12.4. Explore the local, state, and national opportunities available to students through participation in SkillsUSA including but not limited to conferences, competitions, community service, philanthropy, and other SkillsUSA activities.