

STRANDS AND STANDARDS

ADVANCED PRODUCTION GRAPHICS



Course Description

Create, produce and reproduce visual graphics that communicate to an audience. Develop knowledge and skills relative to the graphic design & printing industries. Apply effective principles and techniques to project designs. Print various projects for yourself and customers. Provides an over-view of the publishing and print industries on the commercial level. Instruction includes the use of industry standard graphics software with the Adobe Creative Suite.

Intended Grade Level	11-12
Units of Credit	0.5
Core Code	40.10.00.00.044
Concurrent Enrollment Core Code	N/A
Prerequisite	Introduction to Graphic Communications and /or Intermediate Graphic Communications
Skill Certification Test Number	564
Test Weight	0.5
License Type	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Graphics/Printing Technology
Endorsement 2	N/A
Endorsement 3	N/A



STRAND 1

Students will be able to understand and demonstrate production management.

Standard 1

Practice print production workflow.

Standard 2

Perform job cost/estimation.

Standard 3

Conduct sales/customer service.

Standard 4

Read job ticket/specifications.

Standard 5

Generate an invoice.

Standard 6

Determine appropriate production method(s).

Standard 7

Calculate financial discounts/mark-ups/fees.

Standard 8

Calculate material required for a given set of specifications.

Performance Skill

Understand and demonstrate production management.

- Practice print production workflow.
- Perform job cost/estimation.
- Conduct sales/customer service.
- Read job ticket/specifications.
- Generate an invoice.
- Determine appropriate production method(s).
- Calculate financial discounts/mark-ups/fees.
- Calculate material required for a given set of specifications.

STRAND 2

Students will be able to understand and demonstrate safe practices.

Standard 1

List safety rules involving chemicals and flammable liquids.

Standard 2

Read, comprehend and follow instructions on warning labels.

Standard 3

List the steps to be taken in case of injury in the lab.

Standard 4

Identify locations of first aid kit, eye wash station, MSDS, and safety equipment.

Standard 5

Follow proper safety procedures and dress code when operating equipment.

Standard 6

Demonstrate common sense when working with others.

Standard 7

Pass general lab safety test.

Performance Skill

Understand and demonstrate safe practices.

- 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 station, MSDS, and safety equipment.
- Follow proper safety procedures and dress code when operating equipment.
- Demonstrate common sense when working with others.
- Pass general lab safety test.

STRAND 3

Students will comprehend and demonstrate production design.

Standard 1

Use Adobe Creative Suite/Cloud apps appropriately.

Standard 2

Apply principles/elements of design.

Standard 3

Calculate surface area to determine required substrate size.

Standard 4

Perform basic linear measurements (millimeters, points, inches).

Standard 5

Identify substrates and their appropriate production methods.

Standard 6

Design a package or point of purchase display.

Performance Skill

Comprehend and demonstrate production design.

- Use Adobe Creative Suite/Cloud apps appropriately.
- Apply principles/elements of design.
- Calculate surface area to determine required substrate size.
- Perform basic linear measurements (millimeters, points, inches).
- Identify substrates and their appropriate production methods.
- Design a package or point of purchase display.

STRAND 4

Students will comprehend and practice the design/proofing process.

Standard 1

Collect project information from client (client brief).

Standard 2

Develop concepts/thumbnails.

Standard 3

Generate roughs.

Standard 4

Create mock-up/comp(s) based on client specifications.

Standard 5

Review mockup(s) with client.

Standard 6

Perform proofing, revision, approval process.

Performance Skill

Practice the design/proofing process.

- Collect project information from client (client brief).
- Develop concepts/thumbnails.
- Generate roughs.
- Create mock-up/comp(s) based on client specifications.
- Review mockup(s) with client.
- Perform proofing, revision, approval process.

STRAND 5

Students will understand and demonstrate principles of pre-media (pre-press).

Standard 1

Identify different color spaces.

Standard 2

Output a digital print using two different ICC profiles.

Standard 3

RIP a file for print.

Standard 4

Define knockout, overprint, trap, bleed, slug.

Standard 5

Identify different image types (i.e. line, continuous tone, halftone and screen ruling).

Standard 6

Understand file formats and their uses.

Standard 7

Define dummy, imposition, and signature.

Standard 8

Engineer a die-line to include cuts, scores, glue-tabs.

Standard 9

Create a print-ready PDF including printer marks, bleeds, page information.

Performance Skill

Demonstrate principles of pre-media (pre-press).

- Identify different color spaces.
- Output a digital print using two different ICC profiles.
- RIP a file for print.
- Define knockout, overprint, trap, bleed, slug.
- Identify different image types (i.e. line, continuous tone, halftone and screen ruling).
- Understand file formats and their uses.
- Define dummy, imposition, and signature.
- Engineer a die-line to include cuts, scores, glue-tabs.
- Create a print-ready PDF including printer marks, bleeds, page information.

STRAND 6

Students will produce projects using various production methods.

Standard 1

Produce a project using a die line (i.e. paper airplane).

Standard 2

Print a process color digital output.

Standard 3

Print a multi-color offset or screen print.

Standard 4

Print a spot color project.

Standard 5

Setup and perform a production run.

Performance Skill

Produce projects using various production methods.

- Produce a project using a die line (i.e. paper airplane).
- Print a process color digital output.
- Print a multi-color offset or screen print.
- Print a spot color project.
- Setup and perform a production run.

STRAND 7

Students will recognize and perform various finishing and binding operations for multiple production methods.

Standard 1

Recognize various finishing operations (i.e. embossing, foil stamping, engraving, perforating, scoring, spot UV, die-cut, grommets, hemming & pole sleeves, etc.).

Standard 2

Choose media display and mounting methods.

Standard 3

Perform linear measurements (mm, pt, in).

Standard 4

Calculate the mid-point of a linear measurement (divide a measurement in half).

Standard 5

Setup and perform a finishing operation.

Performance Skill

Perform various finishing and binding operations for multiple production methods.

- Recognize various finishing operations (i.e. embossing, foil stamping, engraving, perforating, scoring, spot UV, die-cut, grommets, hemming & pole sleeves, etc.).
- Choose media display and mounting methods.
- Perform linear measurements (mm, pt, in).
- Calculate the mid-point of a linear measurement (divide a measurement in half).
- Setup and perform a finishing operation.

STRAND 8

Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 3.

Standard 1

Understand and develop collaboration skills.

- Develop a working relationship with a mentor.
- Apply supervisory skills.
- Manage a project and evaluate others.

Standard 2

Understand and demonstrate change management skills.

- Evaluate your career and training goals.
- Identify and apply conflict resolution skills.
- Illustrate an organizational structure.
- Plan and implement a leadership project.

Standard 3

Understand how customer service applies to the workplace.

- Serve as a volunteer in the community.
- Examine workplace ethics: the role of values in making decisions.
- Understand the cost of customer service.
- Develop customer service skills.
- Maximize customer service skills.

Standard 4

Understand and demonstrate career readiness.

- Market your career choice.
- Research resume writing.
- Demonstrate interviewing skills.
- Predict employment trends.
- Re-evaluate career goals and establish long-term goals.
- Construct a job search network.
- Evaluate professional competencies.
- Analyze your entry-level job skills.
- Design and present a lesson plan on an aspect of your career choice.
- Write an article for a professional journal in your career area.
- Refine your employment portfolio.

Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand								Total Points	Total Questions
		1	2	3	4	5	6	7	8		
Advanced Production Graphics	564	12	4	15	2	19	0	10	1	63	56