INTRODUCTION TO GRAPHIC COMMUNICATIONS  
Course Syllabus

<table>
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<tr>
<th>Course Number:</th>
<th>VA-0451</th>
<th>OHLAP Credit:</th>
<th>No</th>
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<tr>
<td>OCAS Code:</td>
<td>9126</td>
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<td>Course Length:</td>
<td>120 Hours</td>
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<td>Career Cluster:</td>
<td>Arts, A/V Technology &amp; Communications</td>
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<td>Career Pathway:</td>
<td>Printing Technology, Visual Arts</td>
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<td>Career Major(s):</td>
<td>Print Production, Vinyl and Graphics Installation Specialist, Visual Graphic Design</td>
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Pre-requisite(s):
Introduction to the graphic communications industry. Includes individualized instruction, program orientation, career overview, safety, legal restrictions, history, and job readiness skills. Print Ed.

Textbooks:
- *Harvest of Wisdom/The Story of Graphic Communications (Video)* by Printing Industries Association of Texas
- *How to understand and Use Design and Layout* by Alan Swan, North Light Books (1993)
- *The Non-Designer’s Design Book* by Robin Williams, Peach Pit Press (1994)
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Course Objectives: Through I. Are Core Objectives Required of All Career Majors.

A. Complete Administrative Requirements. Keep
1. Complete required enrollment forms.
2. Review district, school, and classroom policies and procedures.
   a. TTC Student Handbook
   b. Program Syllabus
3. Understand grading criteria.
4. Know and follow proper dress code.
5. Wear school ID at all times.

B. Research Career Options in the Graphic Communications Industry. Keep
1. Define the role of graphics in the free enterprise system.
2. List the major occupations in the graphic arts industry.
3. List the major responsibilities of each occupation.
4. List the basic training needed of each occupation.
   a. Develop a list of strategies for achieving educational requirements for selected career.
5. Identify personal interests and aptitudes.
   a. Discuss what interested you in this industry.
   b. Identify a career that matches individual interests and aptitudes.
   c. Compare job requirements with personal qualifications, interests, and aptitudes.
   d. Select job that matches personal qualifications, interests, and aptitudes.
   e. Modify career goals based on results of personal interests and aptitudes with career requirements and characteristics.
6. Develop career goal and objectives to plan future career direction.
   a. Locate and identify career opportunities that appeal to personal career goals.
   b. Develop strategies to reach career objectives.
   c. Develop a personal career plan to meet career goals and objectives.
   d. Develop realistic career goal with an appropriate time frame.
7. Use multiple resources to locate job opportunities.
   a. Identify resources for finding employment.
   b. Analyze resources to determine those that are most appropriate for desired career.
8. Discuss basic salary and wages expectation ranges for the local area.

C. Demonstrate Safety Related to the Graphic Communications Industry. Keep
1. Illustrate compliance with OSHA safety regulations and practices related to the Arts, A/V Technology and Communications cluster.
   a. Discuss the role of OSHA and EPA.
   b. Define the OSHA safety regulations related to the Arts, A/V Technology and Communications cluster.
   c. Classify critical safety issues and practices identified by OSHA in relation to pathways in the Arts, A/V Technology and Communications cluster.
2. Apply MSDS and Hazardous Materials procedures related to handling and disposing of chemicals.
   a. Read and interpret Material Safety Data Sheets (MSDS).
   b. Read, interpret, and follow instructions on warning labels.
   c. List safety rules involving flammable liquids.
   d. Analyze health problems that can result from unsafe exposure to chemicals.
   e. Demonstrate the use of knowledge and skills for safe and healthful use of chemicals in various processes in the arts, graphic arts, photography, and technical areas of this career cluster.
3. Identify the safety color codes.
4. Identify protective safety equipment where needed (ear plugs, gloves, goggles).
5. Use approved methods to dispose of waste materials.

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6. Differentiate between safe and unsafe uses of electrical equipment.
7. Match ergonomic disorders with their causes.
8. Demonstrate personal safety while on work-related assignments in various locations beyond the business site.
   a. Examine the safety practices required for working away, “on location,” or in an open environment.
   b. Demonstrate safety practices for environmental elements specific to “on-location” settings, stage sets, graphic and visual arts development, and field work in journalism, telecommunications,
   c. or broadcasting.
9. Demonstrate safe and proper use, care, and storage of media, materials, and equipment.

D. Understand the Use of Contracts in the Graphic Communications Industry.
   1. Analyze contracts for potential work in career pathways within the Arts, A/V Technology and Communications cluster.
   2. Examine different types of contracts.
   3. Interpret various types of contracts.
   4. Identify essential elements a contract needs to contain for protection of both parties.

E. Understand Laws Related to the Graphic Communications Industry.
   1. Analyze the First Amendment, FCC, the Freedom of Information Act, liable laws, and other regulations for compliance issues relevant to the Arts, A/V Technology and Communications cluster.
   2. Describe the intent and relationship of the First Amendment to the Arts, A/V Technology and Communications cluster.
      a. Illustrate instances when the intent of the First Amendment was preserved in recent times.
   3. Identify FCC Regulations, the Freedom of Information Act, and state statutes and liability laws pertaining to work in the Arts, A/V Technology and Communications cluster.
   4. Identify court cases related to the Arts, A/V Technology and Communications cluster that preserve business and individual rights.

F. Discuss the History of the Arts and the Graphic Communications Industry.
   1. Analyze the history and evolution of the arts, audio-video technology, and communications to their current place in society and the economy.
      a. Discuss the history of the graphic communications industry.
      b. Explore the history and impact of the arts and technologies on society.
      c. Develop a timeline depicting the evolution of art, technology, media, and performance to the present time.
      d. Identify when the arts became a valued medium within society and how this influenced the arts.
      e. Identify positive and negative impacts of the arts on current society.
   2. Research the history and evolution of visual arts and their role within society.
      a. Compare the changing purposes served by visual arts throughout history.
      b. Identify the purposes of visual arts historically, by examining works from various time periods.
      c. Compare examples of artwork from various periods that serve communal, social, religious, or political functions.
      d. Compare examples of artwork that document events and communicate information or ideas with those that arouse emotion by expressing feelings.
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experiences, or values.2

G. Be Able to Search the Internet for Information.1 Keep
1. Identify the ways a search engine classifies and looks for Web sites.1
2. Identify other ways of searching for information on the Web.1
3. Use a search engine to search for information based on specified keywords.1
4. Search effectively.1
5. Identify issues regarding the quality of information found on the internet.1
6. Identify how to evaluate the quality of information found on the Web.1

H. Identify How to Use Computers and the Internet Safely, Legally, Ethically, and Responsibly.1 Keep
1. Identify reasons for restricting access to files, storage devices, computers, networks, and certain Internet sites.1
2. Identify concepts related to intellectual property laws including copyrights, trademarks, and plagiarism.1
3. Identify the principles regarding when information can or cannot be considered personal, including the difference between computer systems owned by schools or businesses that may have rules and guidelines as to who owns data stored on the system, and computers owned by individuals.1
4. Identify how to avoid hazards regarding electronic commerce, including giving credit card information only to secure sites.1
5. Identify how to protect privacy and personal security online, including understanding how Web sites track your activity online using “cookies” and other "behind-the-scenes" systems.1
6. Identify how to find information about rules regarding the use of computers and the Internet, including laws, use policies at school, and company guidelines at places of employment.1
7. Identify how to stay informed about changes and advancements in technology.1
8. Identify how to be a responsible user of computers and the Internet.1

I. Understand Types and Properties of Paper. Keep
1. Determine paper count in a ream/case.1
2. Identify types of paper.1
3. Identify weights of paper.1
4. Identify specialty papers.1
5. Identify paper sizes.1
6. Identify paper grain.1
7. Identify proper conditions for paper storage.1

J. Demonstrate digital file preparation.3
1. Identify various desktop publishing applications and uses.3
2. Demonstrate keyboard typing skills.3
3. Design a page with appropriate margins, formatting, guides, trims, and folds.3
4. Flow copy from word processing program to page layout program according to job specifications.3
5. Define the difference between raster and vector.3
6. Identify various types of removable media.3
7. Import an image into page layout program.3

W. Demonstrate image capture.3
1. Identify basic scanning hardware.3
2. Identify basic digital camera hardware.3
3. Explain the difference between line art and continuous tone originals.3
4. Using a digital camera or a scanner, capture a digital camera.3
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X. Demonstrate digital file output techniques. 
   1. Identify traps on a print press sheet. 
   2. Explain the purpose of a folding dummy. 
   3. Define imposition. 
   4. Identify a film imagesetter and processor. 
   5. Identify analog/digital platemaking equipment and tools for offset plates. 
   6. Produce an analog/digital plate for offset printing. 
   7. Identify various analog and digital proofing systems. 

Y. Demonstrate binding and finishing techniques. 
   1. Identify operational and safety parts of a paper cutter. 
   2. Identify grain direction of paper. 
   3. Calculate basic paper cuts from stock sheet. 
   4. Draw a master cutting diagram for making cuts. 
   5. Make accurate paper cuts using mechanized paper cutter. 
   6. Identify basic paper types, weights, grades and classifications used in the printing industry. 
   7. Identify padding equipment and hand tools. 
   8. Identify padding materials. 
   9. Produce correctly made pads of paper. 
   10. Identify stapling and stitching equipment and hand tools. 
   11. Identify stapling materials and supplies. 
   12. Produce side and saddle stitched/stapled products. 
   13. Identify punching/drilling equipment and hand tools. 
   14. Measure to drill 3 ring notebook pages. 
   15. Make holes for 3 ring notebook. 
   16. Identify folding equipment and hand tools. 
   17. Identify basic folds for Print ED products. 
   18. Make a single fold using an automatic folding machine. 
   19. Identify collating equipment and hand tools. 
   20. Make sets of paper in proper sequence using collating equipment. 
   22. Identify die cut products and the basic procedure for diecutting. 
   23. Understand basic equipment, materials, and procedures for foil stamping and embossing. 
   24. Identify and explain different binding methods and applications, including case binding, perfect binding, saddle stitching, and lay-flat. 
   25. Demonstrate basic paper counting techniques, such as measurement by ream marker, weight, caliper, etc. 
   26. Demonstrate safe paper carrying methods, including roll method, etc. 
   27. Demonstrate basic paper jogging techniques. 

Z. Demonstrate measurement skills. 
   1. Measure linear dimensions for printing materials in inches and fractions of inches. 
   2. Measure type in points. 
   3. Measure volume for mixing chemicals for pressroom operations. 
   4. Measure copy for reduction and enlargement using various methods to determine percentage setting. 

AA. Participate in career technology student organizations (CTSO). 
   1. Discuss the purpose of a CTSO organization. 
   2. Form a CTSO club. 
   3. List characteristics and responsibilities of leaders and effective group members. 
   4. Participate in CTSO activities/meetings. 
   5. Discuss citizenship. 

BB. Identify and describe the major printing processes. 
   1. List the advantages of each major process. 
   2. List the disadvantages of each major process. 
   3. Name the products produced by each major process.
CC. Explain the printing business and production flow.  
1. Explain the steps in the business flow of printing from initial concept to final product.  
2. List the technical production flow from idea to finished product.  
3. Identify and describe basic printing equipment.  
4. Read and interpret production information from job ticket/jacket.  

DD. Demonstrate safety and first aid procedures related to printing.  
1. Identify location(s) of fire safety equipment.  
2. Describe proper use of fire safety equipment.  
3. List safety rules involving flammable liquids.  
4. List the steps to be taken in case of injury in the lab.  
5. Identify location(s) of first aid kit(s) and eye wash station(s).  
6. Identify parts and terms of Material Safety Data Sheets (MSDS).  
7. Read and interpret Material Safety Data Sheets (MSDS).  
8. Identify protective safety equipment where needed (gloves, goggles, ear plugs).  
9. Follow proper safety procedures when operating equipment.  
10. Follow approved shop dress code for safe operation including necessary personal safety equipment.  
12. Use approved methods to dispose of waste materials.  
13. Read, interpret, and follow instructions on warning labels.  
14. Demonstrate common sense when working with others.  
15. Demonstrate a working knowledge of the safety color code.  

EE. Perform basic math skills.  
1. Solve addition of whole number problems-two and three digits.  
2. Solve addition of fraction problems.  
3. Solve addition of decimal problems-two and three digits.  
4. Solve subtraction of whole number problems-two and three digits.  
5. Solve subtraction of fraction problems.  
6. Solve subtraction of decimal problems-two and three digits.  
7. Solve multiplication of whole numbers-two and three digits.  
8. Solve multiplication of decimal problems-two and three digits.  
9. Solve division of whole number problems-two and three digits.  
10. Solve division of decimal problems-two and three digits.  
11. Solve decimals to percent conversion problems.  
12. Solve percent to decimal conversion problems.  
13. Solve basic ratio and proportion problems.  
14. Solve basic linear measurement problems.  
15. Solve basic type calculation problems.  
16. Solve basic liquid measurement problems.  
17. Solve basic paper cutting calculations.  
18. Solve inches to points conversion problems.  
19. Solve points and picas to inches conversion problems.  
20. Solve cost calculating problems.  

FF. Demonstrate job application and interpersonal skills.  
1. Demonstrate proper work ethic/habits.  
2. Demonstrate how to locate job listings through a variety of sources (Internet, associations, newspapers, agencies, etc.).  
3. Read and comprehend want ads.  
4. Write a personal resume.  
5. Write a cover letter for obtaining a printing job.  
6. Read, comprehend, and complete an employment application form.  
7. Practice job interview skills and appearance.  
8. Complete a telephone interview for a printing job.
9. Write a follow-up letter.
10. Make a follow-up telephone call.
11. Evaluate benefit package for employment.
12. Compare job opportunities.
13. Observe a commercial printing operation.

1^ODCTE objective
2^States’ Career Clusters – Career Cluster Resources for Arts, A/V Technology & Communications
3^Print ED competencies
4^Priority Academic Student Skills (PASS) – High School Visual Art

All unmarked objectives are TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures:
1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment:
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit:
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.