

**GREAT PLAINS TECHNOLOGY CENTER  
COURSE OF STUDY**

**Career Cluster:** Arts, A/V Technology & Communications (AR)

**Career Pathway:** Visual Arts (AR006)

**Career Major:** Digital Graphic Designer (AR0060037)

**Career Major Hours:** Secondary Students: 1050 Hours  
Adult Students: 1050 Hours

**Instructor:** Name: Bunnie Craddock  
Office Number: (580) 250-5621  
E-Mail Address: bcraddock@greatplains.edu

**Academic Credit:** Secondary Students: 3 high school credits per year – \*OK Promise credit  
Adult Students: Transcript

**Prerequisites:** None

**Career Major Description:**

This career major introduces students to the Graphic Design field. Students will use a variety of professional applications – Adobe InDesign, Adobe Illustrator, Adobe Photoshop – to create a variety of advertising and publication design layouts. Instruction in this career major will also include professional camera operation, use of copy machines and finishing and bindery techniques. Students will create a portfolio of work assigned to demonstrate mastery of subject matter.

**Career Major Goals:**

The students enrolled in this program will be given the opportunity to develop the skills and attitudes needed to successfully enter the graphic design, publication and communications field of their personal choice, ability, and resourcefulness.

Upon achieving the goals of this career major, students will:

- Become competent in the fundamental skills of the occupation.
- Become qualified for further related education and/or entry into the job market.
- Participate as responsible citizens.
- Develop positive and realistic self-images.
- Develop the ability to work with limited or no supervision.
- Accept and abide by the rules and regulations established by the school and/or place of employment.

**Related Career Opportunities:**

- Photographer
- Copy Specialist
- Desktop Publishing Specialist
- Binding/Finishing Operator
- Graphic Designer

### Career Major Objectives:

After successful completion of this career major, the student will be able to:

- Identify occupations in the graphic communications industry
- Apply the principles of design to page composition
- Demonstrate a working knowledge in various electronic imaging and publishing programs
- Produce photography projects
- Perform copyshop tasks

### Career Major Course Sequence:

- HS Student and Part-time Adult (Year One): Course Sequence I
- HS Student and Part-time Adult (Year Two): Course Sequence II
- Full-time Adult: Course Sequence I and II

---

## DESCRIPTION OF COURSES SEQUENCE I

<u>Course #</u>	<u>Course Name</u>	<u>HST</u>	<u>HSL</u>	<u>ADT</u>	<u>ADL</u>
<b>TI00858</b>	<b>Safety I</b> Students learn proper safety procedures to follow in the classroom and lab.	<b>10</b>	<b>5</b>	<b>10</b>	<b>5</b>
<b>BT00182</b>	<b>Fundamentals of Technology (8169 - 1 Unit*)</b> This course will provide students with the fundamental concepts, principles, and ideas needed to understand how business is operated and managed in a rapidly changing global environment, which is needed for success in business-related careers. This course also provides job readiness skills and soft skills that are critical for success in any workplace setting.	<b>40</b>	<b>80</b>	<b>40</b>	<b>80</b>
<b>TI00448</b>	<b>Copyright Law</b> Students learn the principles of copyright law for both published and electronic materials.	<b>5</b>	<b>10</b>	<b>5</b>	<b>10</b>
<b>TI00928</b>	<b>Digital Photography/Photo Software II</b> The student will begin to learn the software package Adobe Photoshop for correction of a damaged image. The student will also use scanners and other types of copy hardware increasing their knowledge and skills in the digital photography industry. Students are introduced to digital camera operation and image capture.	<b>15</b>	<b>30</b>	<b>15</b>	<b>30</b>
<b>TI00489</b>	<b>Basic Computer Illustration</b> Using an illustration software, students create, import, edit, and prepare a variety of illustrations on the computer.	<b>30</b>	<b>60</b>	<b>30</b>	<b>60</b>
<b>TI01387</b>	<b>Introduction to Digital Photography</b> In this course, students learn the basic operation of digital single-lens reflex cameras. They also learn photographic composition, perspective, aperture and shutter speed and ISO sensitivity.	<b>5</b>	<b>10</b>	<b>5</b>	<b>10</b>
<b>TI01513</b>	<b>Advanced Digital Software</b> This course adds to the student knowledge and working skills of the software, such as, Photoshop. The student will take group photos and candid shots using a digital camera, store the images, edit the images, display the images and transmit the images.	<b>15</b>	<b>30</b>	<b>15</b>	<b>30</b>

**TI00217 Photography Lighting** 10 20 10 20

The student will analyze images and correct them for professional standards. In the studio, they will use lighting equipment for professional effects. The students will also learn how to take advantage of outside lighting. Students will have assignments using inside and outside lighting, as well as small electronic flash. Composition and photographic history are emphasized.

**TI01391 Introduction to Digital Photo Manipulation** 10 20 10 20

In this course, students use digital image manipulation software to modify a variety of digital images.

**TI00008 Page Layout Advertising Design** 40 80 40 80

This course covers layout methods and styles as well as the understanding of colors and shapes in the design elements.

Sequence I Subtotal Hours:	Theory	Lab	Total
High School Student:	180	345	525
Adult Student:	180	345	525

### DESCRIPTION OF COURSES SEQUENCE II

<u>Course #</u>	<u>Course Name</u>	<u>HST</u>	<u>HSL</u>	<u>ADT</u>	<u>ADL</u>
-----------------	--------------------	------------	------------	------------	------------

**TI00499 Studio/Strobe Techniques** 20 40 20 40

The student will learn to use color film on location with various types of lighting situations and in the studio with electronic strobes. Also review of the medium format camera, incident meters with strobes and ratio lighting with traditional lighting setups using models.

**TI00871 Graphic Design Mathematics** 5 10 5 10

Basic mathematics within the graphics areas, including addition, subtraction, division, multiplication, fractions, decimals, picas and points.

**TI00267 Image Capture** 10 20 10 20

Students will cover the details of resolution for scanning, digital photography and image manipulation.

**TI00913 Photo Software and Digital Images** 15 30 15 30

This course adds to the student knowledge and working skills of the software, such as, Photoshop. The student will take group photos and candid shots using a digital camera, store the images, edit the images, display the images and transmit the images.

**TI00004 Animation Overview** 15 30 15 30

Techniques and uses of animation. Students will create animations/motion graphics for Advertising Design and e-Publishing using one or more of the following applications: Adobe InDesign, Adobe Photoshop, and Adobe After Effects.

**TI00187 Video Systems – Post-Production** 15 30 15 30

The course covers post-production video techniques. Students will create “spots” for Advertising Design using Adobe Photoshop and Adobe Premiere.

**TI00195 Adv. Desktop Publishing & Graphics Design (8901 - 1 Unit\*) 30 90 30 90**

This course provides advanced education and skill development in desktop publishing. Throughout this course students will demonstrate the ability to create a wide variety of digital graphic products at an industry entry-level standard. Students who successfully complete this course will have advanced foundational skills in type, page layout, image capture, digital illustration, and design principles. These skills are prerequisites for courses that provide training in specialized occupations within the Advertising Design and Print Production industries. The competencies of this course align with the Printed/SkillsUSA Workforce Ready System™ End Of Instruction exams.

**TI00486 Introduction to Copy Center Operations 15 30 15 30**

Students will learn general safety practices of a copy center, be able to read and complete a job ticket, identify paper specifications, determine which paper is best for a project, and develop an understanding of copyright laws.

**TI00450 Finishing Operations 15 30 15 30**

Demonstrate various bindery/finishing methods while calculating and cutting paper, operate a floor model folder, stitch booklets, and apply various packaging, delivery and shipping procedures.

**TI00490 Portfolio Development I 20 40 20 40**

Students design and develop a project for personal portfolio display.

**TI00331 Job Readiness 5 10 5 10**

Prepare and write a resume, compile a list of job references, prepare a cover letter, and complete a job application form.

<b>Sequence II Subtotal Hours:</b>	<b>Theory</b>	<b>Lab</b>	<b>Total</b>
High School Student:	165	360	525
Adult Student:	165	360	525

<b>Career Major Total:</b>	<b>Theory</b>	<b>Lab</b>	<b>Total</b>
High School Student:*	345	705	1050
Adult Student:	345	705	1050

\* High school students may complete this career major in an adult enrollment status if necessary. Please see your instructor or counselor for details.

**Evaluation Policy:**

**Employability Grades (100 points per week; 30% of final grade)**

The employability skills grade is based on 500 points per week. The employability grade includes factors such as attitude, ethics, and professionalism, being respectful, and staying on task. It also includes attendance, safety, punctuality, cooperation, participation, helping with clean-up responsibilities, class preparation, adherence to school and classroom rules, etc. Points will be deducted if these responsibilities are not met.

Students will be allowed to make up unearned employability points for **excused** absences only. Full credit will be given for assignments/tests that have been made up due to excused absences only (see Student Handbook).

**Performance Grades (35% of final grade)**

- Projects
- Live projects
- Simulated Projects
- Performance Demonstrations
- Projects must be completed within allotted time; late assignments will not be accepted unless absences are excused.

**Academic Grades (35% of final grade)**

- Workbook/Textbook
- Handouts
- Quizzes
- Written assignments
- Presentations
- Informational PowerPoint's
- Written work must be completed within allotted time; late assignments will not be accepted unless absences are excused.

**Final Grade (9 Weeks Period)**

9-weeks grade will be calculated by averaging grades in each category and summing each category according to their assigned weight. Progress reports will be sent to home schools at six and twelve-week intervals each semester as required or requested. Grades are accessible on-line at <http://sonisweb.greatplains.edu/studsect.cfm>

**Grading Scale:**

The grading scale as adopted by the Board of Education is as follows:

- A = 90 – 100
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69
- F = Below 60
- W = Withdrawn
- I = Incomplete
- N = No Grade (Refer to Student Handbook)

**Make-Up Work Policy:**

**All Make-Up Work Is The Responsibility Of The Student.** Make-up work will be handled as specified in the Student Handbook. Please be sure to read and understand all student policies, especially make-up of assignments, tests and employability due to absences. Students should always arrange for any make-up work with the instructor as per the Student Handbook. Students should keep track of his or her progress and grades.

**Attendance Policy:**

For specific information related to attendance and tardiness refer to the Student Handbook. Students should keep a written record of their absences and tardiness.

### **Course Requirements and Expectations:**

The general course requirements and expectations include:

- Basic math skills
- Basic reading skills
- Good writing skills
- Ability to work with deadlines

### **Student Behavior Includes:**

- Self motivation
- Artistic and creative abilities
- Ability to receive constructive assessment feedback

***NOTE: For additional information or questions regarding the GPTC School policies and procedures, please refer to the Student Handbook and/or the Instructor.***

### **Industry Alignments:**

- Print Ed
- American Institute of Graphic Artists (AIGA)
- Adobe
- Professional Photographers of America, Inc.

### **Certification Outcomes:**

**Tier 1** – Certifications Recognized, Administered and/or Endorsed by Industry

- Certiport: Adobe Certified Associate: Visual Communications using Adobe Photoshop (0992)
- Certiport: Adobe Certified Associate: Graphic Design and Illustration using Adobe Illustrator CC
- Certiport: Adobe Certified Associate: Print and Digital Publication using Adobe InDesign CC

**Tier 2** – Certifications Endorsed by Industry Organizations

- ODCTE: Photographer (4115)

**Tier 4** – Certifications Aligned with State Standards

- ODCTE: Bindery Operator (4104)
- ODCTE: Copy Center Technician (4111)
- ODCTE: Graphic Designer (4112)

**Tier 7** – National Career Readiness Certificate in Applied Mathematics, Locating Information and Reading for Information:

- Platinum Level – 6 or above in all three areas
- Gold Level – 5 or above in all three areas
- Silver Level – 4 or above in all three areas
- Bronze Level – 3 or above in all three areas

### **CIP Code and SOC Code Crosswalk:**

- CIP Code – 10.0303
- SOC Code – 43-9031.00

### **Instructional Materials and Supplies:**

*Students are not required to purchase textbooks or supplemental materials.*

#### **Textbooks:**

Adobe Creative Team. Adobe Photoshop CS5 Classroom in a Book. 0-321-70176-3. Berkley: Peachpit Press, 2010.

Barr, Cheryl. Graphic Arts: Orientation, Composition, and Paste-Up. 4<sup>th</sup> ed. CN802002. Stillwater: MAVCC, 2000.

Brainard, Shirl. A Design Manual. 4<sup>th</sup> ed. 0-13-193155-5. Upper Saddle River: Pearson Education, 2005.

Cruise, John, and Kelly Anton. Adobe InDesign CS5 Classroom in a Book. 0-321-70179-8. San Jose: Adobe Press, 2010.

Dennis, Ervin. Practical Problems in Mathematics for Graphic Communications. 2<sup>nd</sup> ed. 0-8273-7946-3. Albany: Delmar Publishers, 1998.

Grey, Christopher. Master Lighting Guide for Portrait Photographers. 9781584281252. Buffalo: Amherst Media, 2004.

Inc. Against The Clock. Adobe Illustrator CS5 (The Professional Portfolio). 1936201046. Saint Petersburg: Against the Clock, Inc., 2010.

Inc. Against the Clock. Adobe InDesign CS3 (The Professional Portfolio). 978-0-9764324-5-6. Tampa: Against the Clock, Inc., 2007.

Jones, Brett, and Cheryl Barr. Graphics Arts: The Press and the Finishing Processes, 4<sup>th</sup> ed. CN802102. Stillwater: MAVCC, 2000.

Kelby, Scott. The Adobe Photoshop CS5 Book for Digital Photographers. 0-321-70356-1. Berkley: New Riders, 2011.

Kelby, Scott. The Adobe Photoshop Lightroom3 Book for Digital Photographers. 0-321-70091-0. Berkley: New Riders, 2010.

London, Barbara, and Jim Stone. A Short Course in Digital Photography. 2<sup>nd</sup> ed. 0-205-06642-9. Upper Saddle River: Pearson Education, 2000.

Long, Ben. Complete Digital Photography. 5<sup>th</sup> ed. 1-58450-700-4. Boston: Cengage Learning, 2010.

Marr, Don. Available Light: Photographic Techniques for Using Existing Light Sources. 978-1-58428-255-6. Buffalo: Amherst Media, 2009.

Parks, Anita, and Cheryl Barr. Graphic Arts: Electronic Prepress and Publishing. 1<sup>st</sup> ed. CN802202. Stillwater: MAVCC, 2000.

Prust, Z. A. Graphic Communications: The Printed Image. 4<sup>th</sup> ed. 1566379849. Tinley Park: Goodheart-Wilcox Company, Inc., 2003.

- Rand, Glenn. Lighting and Photography Transparent and Translucent Surfaces: A Comprehensive Guide to Photographing Glass, Water, and More. 978-1-58428-244-0. Buffalo: Amherst Media, 2009.
- Reding, Elizabeth E. Adobe Photoshop CS6 Revealed. 978-1133693222. Boston: Cengage Learning, 2012.
- Sellers, Debra, et al. Advertising and Design Student Guide. CN803102. Stillwater: MAVCC, 2012.
- Sint, Steve. Digital Portrait Photography. 978-1-60059-335-2. New York: Pixiq, 2009.
- Smith, Jeff. Corrective Lighting, Posing and Retouching for Digital Portrait Photographers. 3<sup>rd</sup> ed. 978-1-58428-995-1. Buffalo: Amherst Media, 2010.
- Williams, Robin. The Non-Designer's Design Book. 3<sup>rd</sup> ed. 0-321-53404-2. Berkeley: Peachpit Press, 2008.