

Graphic Output Processes

Course Content # 48.57000

This is the fourth level course in graphic design, and requires creative problem solving. Student growth develops from a solid understanding of elements and principles of design. Students will continue to work toward Industry Certification, and will take an End of Pathway Exam.

Unit 1: Production Planning

- A. Safety, Ethics, & Workflow
- B. File Management & Formats
- C. Production Planning
 - 1. Job Specifications
 - 2. Project Schedules
 - 3. Job Tickets
 - 4. Analyze Project Costs/Estimation
 - 5. Invoicing/Collection/Delivery
- D. Unit Summary Questions

Unit 2: Employability Preparation

- A. Dress for Success (weekly)
- B. Employability Skills Evaluation
- C. Guest Speakers
- D. Entrepreneurship
- E. Leadership Development
- F. Competitive Events
- G. Customer Service Skills
- H. Ethical/Copyright Guidelines
- I. Inventory/Clean-up
- J. Industry Certification Preparation
- K. Unit Summary Questions

Unit 3: Production Projects & Live Work

- A. Advanced Image Prep/Color Seeps
- B. Design & Typography
- C. Project Design & Layout
 - 1. T-shirt Designs
 - 2. Logo Designs
 - 3. Tickets & Invitations
 - 5. Notepads
 - 6. Poster Designs
 - 7. Certificates/Ads
 - 8. Programs
- D. Competitions
- E. Critique/Unit Summary Questions

Unit 4: Advanced Image-Editing

- A. Advanced Illustrator & Photoshop
- B. Halftones
- C. Thumbnails, Rough, Camera Ready
- D. Project Options:
 - 1. Magazine Ad/Cover
 - 2. SuperHero Project
 - 3. Book Cover/Jacket
 - 4. Tickets/Promotional Materials
 - 5. Package Designs
- H. Critique/Unit Summary Questions

Unit 5: Branding

- A. Research for 1 or more of the following:
 - 1. Non-Profit Organization
 - 2. Campaign
 - 3. Restaurant
- B. Creative Design Brief
- C. Thumbnails, Rough, Camera Ready
- D. Logo Development
- E. Collateral & Promotional Materials
- F. Multi-Page Document
- G. Critique/Unit Summary Questions

Unit 6: Multi-Page Layout

- A. Imposition
- B. Dummies
- C. Project Options:
 - 1. Cards (greeting)
 - 2. Calendar or Bound Booklet
 - 3. Catalog
 - 4. Menu
- F. Critique/Unit Summary Questions

Unit 7: Output Operations & Live Work

- A. Safety Review/Device Operations
- B. Sheetfed vs. Webfed
- C. Inks, Toners, & Substrates
- D. Paper Cutting Techniques
- E. Output Operations
 - 1. Digital Printing
 - 2. Screen Printing
- F. Live Work
- G. Advanced Bindery & Finishing
- H. Unit Summary Questions

Unit 8: PORTFOLIO & Self-Marketing

- A. Career Planning
 - 1. Goal Setting
 - 2. Cover Letter & Resume
- B. Portfolio Development
 - 1. Traditional
 - 2. Digital (PDF & Online)
- C. Self-Promotional Materials
- D. Critique & Self-Reflection
- E. Unit Summary Questions
- F. End of Pathway (Certification) Exam
- G. FINAL EXAM

Enrichment/Differentiation

- A. Photography Challenges
- B. Newsletter
- C. Journals
- D. Animation
- E. Web Design
- F. Storytelling/iMovie
- G. Multi-media

INSTRUCTOR INFO:

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ONLINE RESOURCES:

Quizzes/Review - QUIA: www.quia.com/profiles/abaynes
School Website/Blog: www.mceachernhigh.org
Class Website: www.mceacherngraphics.weebly.com
Assignments/Feedback: www.edmodo.com
Text Reminders - Remind: text @mrsbaynes to 81010

Complete 3 units
& pass an End of
Pathway Exam to
receive a national
industry certification
from
GAERF.



An Industry Certified Program since 1998