



# Multiple Category Scope and Sequence: Scope and Sequence Report For Course Standards and Objectives, Content, Skills, Vocabulary

Wednesday, August 20, 2014, 2:41PM



Unit	Course Standards and Objectives	Content	Skills	Vocabulary
District Advanced <u><a href="#">Advanced Graphic Communications</a></u> <u><a href="#">(10.0303) (District)</a></u> 2014-2015 <u><a href="#">Collaboration</a></u>	<u><a href="#">Production Management</a></u> (Week 1, 2 Weeks)	<p><b>Print production workflow.</b></p> <ul style="list-style-type: none"> <li>▪ Pre-flight</li> <li>▪ Pre-media</li> <li>▪ production</li> <li>▪ Finishing/Binding</li> <li>▪ Fullfilment/Delivery</li> </ul> <p><b>Job Cost/Estimation.</b></p> <ul style="list-style-type: none"> <li>▪ Estimate Material usage</li> <li>▪ Determine material costs</li> <li>▪ Time for job fulfillment/delivery</li> <li>▪ Sales/Customer Service.               <ul style="list-style-type: none"> <li>▪ Professional appearance</li> <li>▪ Professional language</li> </ul> </li> </ul> <p><b>Job ticket/Specifications/Invoices</b></p> <ul style="list-style-type: none"> <li>▪ Basic math</li> <li>▪ financial discounts/mark-ups/fees</li> </ul> <p><b>Appropriate production method(s).</b></p> <ul style="list-style-type: none"> <li>▪ Offset Lithography</li> <li>▪ Screen Printing</li> <li>▪ Digital (inkjet,vinyl,DTG,wide format)</li> <li>▪ Flexagraphy</li> <li>▪ Gravure</li> </ul>	<ul style="list-style-type: none"> <li>▪ Practice print production workflow.</li> <li>▪ Perform Job Cost/Estimation.</li> <li>▪ Conduct Sales/Customer Service.</li> <li>▪ Read Job ticket/Specifications.</li> <li>▪ Generate an invoice.</li> <li>▪ Determine appropriate production method(s).</li> <li>▪ Calculate financial discounts/mark-ups/fees.</li> <li>▪ Calculate material required for a given set of specifications.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Offset Lithography</li> <li>▪ Screen Printing</li> <li>▪ Digital (inkjet,vinyl,DTG,)</li> <li>▪ Flexagraphy</li> <li>▪ Gravure</li> <li>▪ Pre-flight</li> <li>▪ Pre-media</li> <li>▪ production</li> <li>▪ Finishing</li> <li>▪ Binding</li> <li>▪ Fullfilment</li> <li>▪ Delivery</li> <li>▪ Invoice</li> <li>▪ Job</li> <li>▪ Workflow</li> <li>▪ material</li> <li>▪ wide format</li> <li>▪ Textile</li> <li>▪ substrate</li> <li>▪ specifications</li> <li>▪ discount</li> <li>▪ mark-up</li> <li>▪ fee</li> <li>▪ Job</li> <li>▪ Cost/Estimation</li> </ul>
	<u><a href="#">Safety</a></u> (Week 1, 2 Weeks)	<p><b>Machine Safety</b></p> <ul style="list-style-type: none"> <li>▪ Guards</li> <li>▪ Nip point</li> <li>▪ 1 person at a time</li> <li>▪ Don't operate until trained and given</li> </ul>	<ul style="list-style-type: none"> <li>▪ Demonstrate safe lab practices</li> <li>▪ List step to be taken in case of injury</li> <li>▪ Read and identify an MSDS</li> <li>▪ Pass a lab safety test at</li> </ul>	<ul style="list-style-type: none"> <li>▪ MSDS</li> <li>▪ Nip point</li> <li>▪ Machine guard</li> <li>▪ Solvent</li> <li>▪ Spontaneous combustion</li> </ul>

- permission
- Proper attire

- 100%
- Follow general lab safety procedures

- Xacto knife

### Chemical

- Don't sniff or taste
- Eye safety
- Proper disposal
- Hand washing
- Eating
- MSDS
- Warning labels
- Spontaneous combustion

### General

- First aid
- General common sense

## Production Design

 (Week 3, 3 Weeks)



### Adobe Creative Suite/Cloud Apps

- Use Illustrator for vector
- Use Photoshop for raster
- Use InDesign for layout

- Use Adobe Creative Suite/Cloud Apps Appropriately.
- Apply Principles/Elements of Design.
- Calculate surface area to determine required substrate size.
- Perform linear measurements (mm, pt, in.)
- Identify substrates and their appropriate production methods.
- Design a package, or point of purchase display.

Adobe Creative Suite

Principles of Design

Balance

Unity

Rythm

Contrast

Proportion

Elements of Design

Line

Shape

Mass

Texture

Color

### Principles/Elements of Design.

### Parent Sheets

- Select appropriate parent size sheet for job and equipment

### Linear measurements (mm, pt, in.)

### Substrates

- textiles
- banner
- paper
- art canvas
- etc.

### Production method limitations

- Offset – medium to long run on traditional

- paper or some lightweight plastics
- Digital – Short run on variety of substrates
- Screen – short to long run on textiles, glass, plastics, or some papers
- Flexo – long run packaging on plastics, corrugated, or paper
- Gravure – Very long run on paper or plastics

Parent Sheet

Linear measurements (mm, pt, in.)

Substrates

Production methods

Package design

Point of purchase display

Client brief

**Design/Proofing**

**Process**  (Week 6, 3 Weeks) 

**Client brief**

Collect project information from client (client brief.)

**Develop concepts/thumbnails.**

Develop concepts/thumbnails.

concept

**Generate roughs.**

Generate roughs.

thumbnails

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

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

Rough drafts

**Review mock-up(s) with client.**

Review mock-up(s) with client.

Mock-up

**Perform proofing, revision, and approval processes.**

Perform proofing, revision, and approval processes.

Comprehensive

dummies

specifications

Proof

**Principles of Pre-media (pre-press)**

 (Week 9, 3 Weeks) 

**Color**

- RGB
- CMYK
- Lab
- Spot
- ICC Profiles

- Identify different color spaces (i.e. RGB, CMYK, Lab, spot.) 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.

Revision

- RGB
- CMYK
- Lab
- Spot
- ICC Profiles
- RIP
- Knockout
- Overprint
- Trap
- Bleed
- Slug
- Dummy
- Imposition
- Signature
- Line-art

**Print-ready**

- RIP for print
- Knockouts, overprints, traps, bleed, slug
- Dummies, Imposition, Signatures

- Die-Lines

### Image Types

- Line-art
- Continuous Tone
- Half-tone/Screen Ruling

### File Formats

- Raster – .jpg, .png, .gif, .tif, .psd
- Vector – .pdf, .eps, .ai, .svg

### Production

- Die-lines
- Digital color output
- Color Separations
- Production run

- Engineer a die-line to include cuts, scores, and glue-tabs.
- Create a print-ready PDF including printer marks, bleeds, page information.

- Continuous Tone
- Half-tone
- Screen Ruling
- .jpg
- .png
- .gif
- .tif
- .psd
- .pdf
- .eps
- .ai
- .svg

- Produce a project using a die-line
- 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.

- Die Line
- Multi-Color
- Spot Color
- PMS (pantone management system)
- CMYK
- RGB
- Output
- Screen Print
- Read Right
- Read Wrong
- Emulsion
- Stencil
- Direct
- Indirect
- Chemicals (Degreaser, Emulsion Remover,

### Production Methods



(Week 12, 4 Weeks)

## Finishing and Binding Operations

 (Week 16, 2 Weeks)



### Finishing

- Die Lines, Cutting, Embossing, Foil Stamping, Engraving, Perforating, Scoring, Spot UV, Die-Cut, Grommets, Hemming, Pole Sleeves, Folding,

### Binding

- Perfect
- Saddle Stitch
- Mechanical
- Padding

### Media Display/Mounting Methods

- Banner Stands
- Stakes
- Frames

### Basic Math

- Fractions, Ratios, Decimals
- Dividing Fractions

## State Test Prep

 (Week 18, 2 Weeks)

## Professional Skills

 (Week 1, 19 Weeks)



- Self-motivation techniques
- how to identify personal learning style
- how to set short-term goals
- why we perform community service projects

- Recognize various finishing operations
- Choose media display and mounting methods.
- Perform basic math
- Calculate the mid-point of a linear measurement.
- Setup and perform a finishing operation

- complete self-assessment inventory
- participate in a shadowing activity
- define future occupations

Blockout, Solvent)

Production Run

### Separations

- Finishing
- Die Lines
- Cutting
- Embossing
- Foil Stamping
- Engraving
- Perforating
- Scoring
- Spot UV
- Die-Cut
- Grommets
- Hemming
- Pole Sleeves
- Folding
- Binding
- Perfect
- Saddle Stitch
- Mechanical
- Padding
- Banner Stands
- Stakes
- Frames
- Fractions
- Ratios
- Decimals

- self-assessment
- shadowing
- short-term goal
- cultural diversity
- time-management