

PROGRAM: **Graphic Communications**

**PROGRAM
CIP CODE:** **10.0300**

DESCRIPTION: The **Graphic Communications** program is designed to prepare students for employment in various occupations such as Advertising, Bindery/Finishing Specialist, Creative Director, Customer Service Specialist, Entrepreneur, Estimator, Graphic Designer, Freelance Photographer, Layout Artist, Packaging Designer, Photojournalist, Photo Retoucher, Portrait/Studio Photographer, Premedia Imaging Specialist, , Prepress Imaging Specialist, Printing Press Operator, Print Sales Account Manager/Representative, Production Manager, Scientific Photographer, Shipping & Distribution Manager/Specialist, Supervisor/Managers, Workflow Specialist and/or postsecondary education related to the fields of Graphic Arts, Graphic Design and Photo-Imaging.

An integrated approach of teaching and learning is provided as students enhance their technical knowledge and skills that are associated with functions within Graphic Communications occupations. In addition to the occupation related skills, students completing this program will develop advanced critical thinking, applied academics, interpersonal relations, life management, business, economic, and leadership skills required for the 21st century workplace.

The Graphic Communications program consists of a core curriculum and three areas of specialization for a student to choose from: Option A) Graphic Arts, Option B) Graphic Design, or Option C) Photo-Imaging. The program uses a delivery system made up of four integral parts: formal/technical instruction, experiential learning, supervised occupational experience, and the Career and Technical Student Organization, SkillsUSA.

RECOMMENDED PROGRAM SEQUENCE OF COURSES:

**Career
Preparation**

The following describes the recommended sequence of courses developed from industry-validated skills necessary for initial employment or continued related education. All the Career Preparation state-designated Graphic Communications standards are addressed in this instructional sequence.

10.0300.10 **Graphic Communications Fundamentals:** This course includes units of instruction in all aspects of the industry, career development, applied math, safety, legal issues, customer service, basic computer and design skills, color management and preparing a portfolio for Graphic Communications occupations.

-and-

Two of the following Career Preparation courses (.20 and .25, .30 and .35 or .40 and .45) will be included as part of the instructional sequence for this program:

Option A

10.0300.20 **Graphic Arts I:** This course prepares the individual to apply basic artistic and computer techniques to the interpretation of technical and commercial concepts of press operations. Includes instruction in computer assisted art and design, printmaking, color theory, platemaking, image assembly, press operations and print finishing/distribution.

-and-

10.0300.25 **Graphic Arts II:** This course prepares the individual to apply advanced technical knowledge and skills to the layout, design, and typographic arrangements of printed and electronic media. Includes theory and hands-on instruction in offset and digital printing equipment and operations, lithography, screen printing, digital imaging, print preparation, desktop publishing, and will provide a distinct understanding of the printing industry and its business operations.

-or-

Option B

10.0300.30 **Graphic Design I:** This course includes units of instruction in applied visual arts that prepares the individual to use basic artistic techniques to effectively communicate ideas and information to business and customer audiences via illustrations and other forms of digital or printed media. Students will continue the development of the electronic and traditional portfolio.

-and-

10.0300.35 **Graphic Design II:** This course prepares the individual to apply advance knowledge and skills to prepare customer documents. The course includes units of instruction in concept and layout, paste-up techniques such as drawing, cartooning, and computer graphics. Students will complete the electronic and traditional portfolio.

-or-

Option C

10.0300.40 **Photo Imaging I:** This course includes units of instruction in applied visual arts that prepares the individual to use basic artistic techniques to effectively communicate ideas and information to business and customer audiences through the recording of events and people, via digital photography.

-and-

10.0300.45 **Photo Imaging II:** This course prepares the individual to apply advanced knowledge and skills to produce quality photographs through the use of digital photography. The course includes units of instruction in specialized camera and equipment operation and maintenance, applications to commercial and industrial needs and photography business operations.

And program may elect to add:

10.0300.75 **Graphic Communications - Internship:** this course provides CTE students an opportunity to engage in learning through participation in a structured work experience that can be either paid or unpaid and does not necessarily require classroom instruction that involves the application of previously developed Graphic Communications knowledge and skills.

-or-

10.0300.80 **Graphic Communications - Cooperative Education:** This course utilizes a cooperative education methodology to combine school-based and supervised work-based learning experiences directly related to the standards identified for the Graphic Communications program.

TEACHER CERTIFICATION REQUIREMENTS FOR THE GRAPHIC COMMUNICATIONS PROGRAM
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CAREER PREPARATION: The instructor must be CTE certified according to the following table

Graphic Communications	CERTIFICATES
	Types: PCTI, PCTIEP, SCTI, SCTIEP
<p>Note:</p> <ul style="list-style-type: none"> ▪ Graphic Communications, 10.0300.70 may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN). ▪ Teacher/Coordinator 10.0300.75 is not required to have a Cooperative Education Endorsement (CEN). ▪ 10.0300.80 is required to have a Cooperative Education Endorsement (CEN). 	

CERTIFICATE ABBREVIATIONS FOR THE GRAPHIC COMMUNICATIONS PROGRAM

Certificate Types	
PCTI	Provisional Career and Technical Education Industrial Technology
PCTIEP	Provisional Career and Technical Education Industrial and Emerging Technologies
SCTI	Standard Career and Technical Education Industrial Technology
SCTIEP	Standard Career and Technical Education Industrial and Emerging Technologies