

East Penn School District  
Secondary Curriculum

A Planned Course Statement  
for

**Graphic Design**

Course # 912

Grade(s) 10-12

Department: Technology Education

Length of Period (mins.) 40

Total Clock Hours: 60

Periods per Cycle: 6

Length of Course (yrs.) 1

Type of Offering:  required  elective

Credit: 1

Adopted: 4/23/07

Developed by:

Richard Ruben  
Andrew Moxey

## Description of Course #912

**Course Title:**       **Graphic Design**

**Description:** Graphic Design reviews the printing processes. Emphasis is placed on Offset Lithography, Screen Printing and Digital Imaging.

Students will learn advanced skills in Halftone Photography, Multicolor Offset, Multicolor Screen Printing and Electronic Desktop Publishing.

**Goals:**

- To develop an understanding of advanced printing techniques using current technology.

**Text:** Teacher prepared procedure sheets.

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### Key to Levels of Achievement (Listed with each learning objective)

Awareness (A):	Students are introduced to concepts, forms, and patterns.
Learning (L):	Students are involved in a sequence of steps and practice activities, which involved further development and allow evaluation of process.
Understanding (U):	Students demonstrate ability to apply acquired concepts and skills to individual assignments and projects on an independent level.
Reinforcement (R):	Students maintain and broaden understanding of concepts and skills to accomplish tasks at a greater level of sophistication.

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>I. Safety</b>	1	Students will be instructed in the proper handling of materials and chemicals. Students will be shown the materials and chemicals used in the courses. Students will demonstrate an understanding of the MSDS Codes and the Right to Know Law.	R	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demonstration</li> <li>• MSDS regulations</li> <li>• Identify materials</li> <li>• Lecture and discussion of MSDS designations</li> </ul>	<ul style="list-style-type: none"> <li>• Observation of student preference</li> <li>• Demonstrate safety procedures</li> <li>• Teacher observation</li> <li>• Teacher rubric</li> </ul>	3.7A
<b>II. Printing Processes</b>	2	Students will acquire an understanding of the Graphic Design and their relationship to our technological society. Students will be introduced to the 6 major printing processes and the scope of Graphic communication. Cultural contributions of the various printing process.	L	<ul style="list-style-type: none"> <li>• Lecture on technology as it related to Graphic Arts and our community</li> <li>• Discuss how technology has improved printing and allied industries</li> <li>• Videos from local printing organization</li> <li>• Lecture on: Lithography, screen-printing, flexography, letterpress, gravure, and digital imagery</li> <li>• Lecture and demonstration of various processes</li> </ul>	<ul style="list-style-type: none"> <li>• How will you evaluate this? Teacher observation Evaluation of projects</li> <li>• Teacher observation</li> <li>• Students will identify printed matter by processes</li> </ul>	3.6B,C
<b>III. Printing Processes Applied</b>	3	Students will acquire an understanding of the major techniques utilized in the Graphic Design industry for generating the printed image. Students will demonstrate the application of Lithography, screen-printing, and digital printing.		<ul style="list-style-type: none"> <li>• Discuss offset printing and screen-printing</li> <li>• Discuss and demonstrate the need for different processes as different processes and different substrates are developed</li> <li>• Discuss the addition of the computer and latest software technology as it relates to the Graphic Design industry.</li> <li>• Lectures and press demonstration</li> </ul>	<ul style="list-style-type: none"> <li>• Projects</li> <li>• Observation of student performance</li> <li>• Performance tasks</li> <li>• Teacher created projects</li> <li>• Teacher observation</li> </ul>	3.6B
<b>IV. Printing Careers</b>	4	Students will be provided with back round information necessary in selecting occupational or educational alternatives.	U	<ul style="list-style-type: none"> <li>• Supply printing technology literature</li> <li>• Guidance office involvement (scholarship information)</li> <li>• Field trip to local printing plant</li> </ul>	<ul style="list-style-type: none"> <li>• Observation of student</li> <li>• Projects</li> </ul>	3.6B

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>V. Graphic Arts and Related Industries</b>	5	Students will acquire an understanding of the direction of the Graphic Design industry and its relationship with other industries.	A	<ul style="list-style-type: none"> <li>Discuss how most industries utilize Graphic Design technology and techniques</li> <li>Students will develop a related industry list and examples of application</li> </ul>	<ul style="list-style-type: none"> <li>Teacher assigned projects</li> </ul>	3.6B
<b>VI. Offset Lithography/Screen Printing</b>	6	Students will build upon skills in the areas of offset lithography and screen-printing.	U	<ul style="list-style-type: none"> <li>Projects will lead students through a comprehensive set of new techniques and procedures in both offset and screen-printing. Examples: halftones, mask, multicolor work, computer generated images</li> </ul>	<ul style="list-style-type: none"> <li>Teacher assigned projects</li> </ul>	3.6B
<b>VII. Offset Pre-Press</b>	7	Students will acquire further knowledge in offset lithography with an emphasis on computer to plate technology.	U	<ul style="list-style-type: none"> <li>Students will use the latest Xante technology Pre-Press and Metal Plate Systems</li> <li>Students will use Myriad plates</li> </ul>	<ul style="list-style-type: none"> <li>Teacher assigned projects</li> </ul>	3.6C
<b>VIII. Screen Printing</b>	8	Students will acquire further knowledge in screen-printing with emphasis on printing different substrates and color registration.	U	<ul style="list-style-type: none"> <li>Project work, both assigned and personal will lead the students to different approaches to printing textiles, wood, paper, glass</li> <li>Multi-color work is assigned</li> <li>Computer generated vellum positives</li> </ul>	<ul style="list-style-type: none"> <li>Teacher assigned projects</li> </ul>	3.6B
<b>IX. Layout and Design</b>	9	Students will acquire an understanding and appreciation for quality design and job layout with project work directed toward higher skill levels.	U	<ul style="list-style-type: none"> <li>Layout and design is emphasized as the most important aspect of job planning</li> <li>Teacher developed checklists direct students to the final layouts</li> </ul>	<ul style="list-style-type: none"> <li>Teacher assigned projects</li> </ul>	3.6B
<b>X. Desktop Publishing Indesign</b>	10	Students will acquire future knowledge of Desktop Publisher.	U	<ul style="list-style-type: none"> <li>Demonstration and the latest versions of: Adobe Indesign software, Apple "I Work" software</li> </ul>	<ul style="list-style-type: none"> <li>Teacher observation</li> </ul>	3.7C
<b>XI. Desktop Publishing Photoshop/Illustrator</b>	11	Students will acquire further knowledge in layout and design techniques as related to the real world.	U	<ul style="list-style-type: none"> <li>Demonstrations and the use of the latest versions of Adobe III and Adobe Photoshop</li> </ul>	<ul style="list-style-type: none"> <li>Teacher observation</li> </ul>	3.7C