

Visual Communications 2

Communication Systems- Content standards

Students will understand and be able to effectively apply physical, graphic and electronic communications techniques in processing, transmitting, receiving and organizing information.

<i>Unit</i>	<i>Performance Standard/ Learning Objectives</i>	<i>Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
1- Intro to Communications.	Students will realize the impact visual communications has on their lives and surroundings.	Notes/interactive lesson	Test State CTE assessment	Various instructor produced notes/handouts for most lessons. State Standards
2- Safety.	Students will review and follow safety procedures in the graphics lab. <ul style="list-style-type: none"> a. Chemical prep b. Safety power switches c. Solvent handling d. Special garbage containers e. Rotating parts 	Notes Proper procedures will be utilized.	Check Procedures while working in lab.	Offset Lithography Lab
3- Careers in visual communications- including work ethics and employment skills.	Research on career related fields. Students will research career related fields in Visual Communications and prepare a written and oral report.	Research worksheet/informal presentation.	Grade- Rubric worksheet/presentation. State CTE	Internet
4- Basic concept of offset printing and how it works.	Students will learn and visualize the basic concept of offset printing and review the major principles behind other printing methods.	Notes	Test	Various instructor produced notes/handouts

5-BASIC Steps to complete an offset job (including multicolor).	Students will complete an offset job- 2 color. The following steps will be explored and completed. a- design b- copy prep c- negative prep d- platemaking d- printing e- bindery methods	Notes Production of a 2 color job.	Project evaluation rubric LAB grade	Machinery use-guided practice
6- Creating various layouts, thumbnails, roughs and comprehensives.	Students will learn basic steps and skills to creating designs for print media.	Completion of thumbnails and roughs.	Project evaluation rubric LAB grade State CTE	Sketching tools
7- Utilize various programs such as Photoshop, Powerpoint, etc. to complete print media.	Students will prepare realistic jobs and presentations using the programs. Copyright information will be discussed.	Preparation of realistic jobs such as logos, brochures, invitations, etc.	Project evaluation rubric LAB grade State CTE	Software programs, computers
8- Multimedia design.	Discuss multimedia and design.	Prepare a multimedia presentation.	Project evaluation rubric LAB grade State CTE	Software programs, computers
9- Advertisement design principles.	Students will learn the 5 basic elements found in a printed advertisement, and will complete 2 ads including- a- art- merchandise vs. non merchandise b- headlines c- copy d- logos e- white space	Completing 2 ads, including thumbnails and roughs.	Project evaluation rubric LAB grade	Sketching tools Software programs, computers
10- Marketing project.	Students will create a product package design and a comprehensive applying previously learned advertising and computer skills.	Market and produce a product package with a printed ad.	Project evaluation rubric LAB grade	Software programs, computers

11- Communications computer components.	Students will learn the basic components of computers and printers. Hardware and software including explanation of the following- Input, Storage, Output, Processors, DVD/CD, Pixels, DPI, Process colors, RGB screens, Printer types. Cables, and peripherals.	Notes- research LABS on use	Quiz State CTE	Various instructor produced notes/handouts “
12- File formats.	Students will learn the different type of file formats.	Save to proper formats	Checking file formats.	
13-Basic drafting skills.	Students will learn basic drafting skills including 3 views, isometrics, oblique, perspectives and sketching.	3 view drawings- various projects, sketching.	Project evaluation rubric LAB grade	Drafting tables and tools
14- CADD communications.	Students will use CADD software to produce a layout and floor plan of a house.	House plan- floor plan Front elevation sketch	Project evaluation rubric LAB grade	Sketching tools CADD software and computers
15- Economics- link between tech and economy.	Students will learn the effects of products vs. resources and availability.	Group discussion	State CTE	Various instructor produced notes/handouts
16- Corporations.	Students will learn company structures- single, partnership, corporations.	Discussion	State CTE	“
17- Future trends in communications.	What will be the future trends in communications?	Group discussion	State CTE	“
18-Problem solve techniques/steps.	Students will learn steps in Design briefs. What are the 4 components of design and testing?	Input/process/output/feedback	State CTE Apply model to project design	Internet research
19-Environment impacts.	Recycling. Hazardous waste disposal. Trends toward environmentally friendly products in printing.	Discussion	State CTE	

20- Design a book for mass production and community service.	Students will brainstorm ideas for the production of book. A theme, size, fonts, set-up, layout and all components will be decided on by popular vote.	Produce a Dummy Book. Group discussion.	Preparation of “Dummy Book” LAB grade	Layout tools
21- Produce book- A-Design B- Copy Prep C-Negative Prep D-Print E-Bind F-Distribution -	Students will go through each step to publish a book. A- Design Brainstorm- set up of book. B- Computer copy prep. C- Negative prep. D- Print and discuss web vs. sheet offset E -Bind pages and discuss paper types F- Distribute	Prepare pages. Prepare negative Print pages. Bindery. Distribution and feedback.	LAB grade Finished book. Rubrics Feedback	Various software, hardware and printing tools/machines.

Economics- Content standards discussed in Unit#15

Students will understand the link between technology and the economy, and recognize that link as the force behind societal emergence and evolution.

Technological Impacts- Content standards discussed in Unit #17 and #19

Students will understand the impact that technology has on the social, cultural and environmental aspects of their lives.

Career Awareness- Content standards Discussed in Unit #3

Students will become aware of the world of work and it's function in society, diversity, expectations, trends and requirements.

Problem Solving/Research and Development- Content standards Discussed in Unit #18

Students will recognize technology as the result of a creative act, and will be able to apply disciplined problem solving strategies to enhance invention and innovation.

Leadership- Content standards- this standard applies to most lab activities and units, as students work in teams and assist one another. Some students also take on leadership roles when using technologies that are familiar to them.

Students will identify and develop leadership attributes and apply them in team situations.

*****Wolcott HS*****

***Visual Communications 2
Curriculum
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