Unit Description/Objectives:
Student will identify career paths; have knowledge of occupation requirements; demonstrate research, employability and organization; and be able to identify copyright laws in the visual and digital communication industry.

Tasks:
PA101 – Identify career paths and occupational requirements within the profession.
PA102 – RESERVED
PA103 – Demonstrate research, employability, and organizational skills.
PA104 – Recognize copyright laws in communication.

Standards / Assessment Anchors

Focus Standard/Anchor #1

• 13.2.11 B
  Apply research skills in searching for a job.
  
  ▪ CareerLinks
  ▪ Internet (i.e. O*NET)
  ▪ Networking
  ▪ Newspapers
  ▪ Professional associations
  ▪ Resource books (that is Occupational Outlook Handbook, PA Career Guide)

Supporting Standards/Anchors

• 13.1.11 B
  Analyze career options based on personal interests, abilities, aptitudes, achievements and goals.

• 13.1.11 F
  Analyze the relationship between career choices and career preparation opportunities, such as, but not limited to:
  • Associate degree
  • Baccalaureate degree
  • Certificate/licensure
  • Entrepreneurship
  • Immediate part/full time employment
  • Industry training
  • Military training
  • Professional degree
  • Registered apprenticeship
  • Tech Prep
  • Vocational rehabilitation centers
• CC.3.5.11-12.A.
Cite specific textual evidence to support analysis of science and technical texts, attending to important distinctions the author makes and to any gaps or inconsistencies in the account.

Connecting Standard/Anchor

• CC.3.5.11-12.A.
Cite specific textual evidence to support analysis of science and technical texts, attending to important distinctions the author makes and to any gaps or inconsistencies in the account.

Instructional Activities:

Knowledge:
Have knowledge of: Copy write laws
Have knowledge of: Career paths in Graphic Communications
Have knowledge of: Occupational requirements for career paths
Have knowledge of: Research techniques
Have knowledge of: Organization Skills
Have knowledge of: Computer Organization
Have knowledge of: Employability skills
Have knowledge of: Unit Vocabulary

Skill:
Demonstrate ability to: Research and navigate ONET
Demonstrate ability to: Organize and summarize material
Demonstrate ability to: Complete classroom assignments
Demonstrate ability to: Complete assigned worksheets

Remediation:
Review with teacher assistance
Individual tutoring
Peer tutoring
Vocabulary review

Study guide
Peer Mentoring
Additional time

Enrichment:
Research career
Interview someone in the field
Special Project Assignment

Live Work
Present course material

Safety:
Student must:
Handle material in safe and work like manner
Use protective clothing and equipment
Use hand tools in a safe manner
Follow all rules and policies outlined in class
Assessment:
Pretest                                      Classroom assignment with rubric
Post test                                     Graded Worksheet
Quiz                                          

Resources:
http://www.aiga.org/copyright-basics-for-graphic-designers/
http://lifehacker.com/follow-this-chart-to-know-if-you-can-use-an-image-from-1615584870
https://graphicartistsguild.org/news/browse/cat/copyright-law
http://www.copyright.com/learn/media-downloads/videos/
http://www.uspto.gov/trademarks-getting-started/trademark-basics/trademark-patent-or-copyright
http://www.onetonline.org


Equipment:
27" Apple imac
Ricoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Microsoft Word
Microsoft PowerPoint
Unit Description/Objectives:
Student will know and be able to identify safety procedures in the areas of media presentation equipment, hand tools, paints, solvents, chemicals, cutting procedures, and SDS sheets.

Tasks:
- PA201 – Operate equipment incorporating ergonomics.
- PA202 – Use computer hardware, software and electronic equipment safely.
- PA203 – Use and maintain hand tools safely.
- PA204 – Use, store, and dispose of paints, solvents, and chemicals according to OSHA regulations.
- PA205 – Practice safe cutting procedures.
- PA206 – Practice knowledge of hazard communication law/environmental protection to include SDS.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- 13.2.11 E Demonstrate, in the career acquisition process, the application of essential workplace skills/knowledge, such as, but not limited to: commitment, communication, dependability, health/safety, laws and regulations (that is Americans with Disabilities Act, Child Labor Law, Fair Labor Standards Act, OSHA, Material Safety Data Sheets), personal initiative, Self-advocacy, scheduling/time management, team building, technical literacy and technology.

Supporting Standards/Anchors
- 3.4.10.A2 Interpret how systems thinking applies logic and creativity with appropriate comprises in complex real-life problems.
- 3.4.12.B1 Analyze ethical, social, economic, and cultural considerations as related to the development, selection, and use of technologies.
- 3.4.10.E7 Evaluate structure design as related to function, considering such factors as style, convenience, safety, and efficiency.

Connecting Standard/Anchor

- CC.2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems.
**Instructional Activities:**

**Knowledge:**
- Steps in maintaining a safe and orderly shop
- Identify Hazardous Materials Identification System (HMIS) labels
- Purposes of a material safety data sheet
- Kinds of safety hazards
- Classes of fires
- Types of fire extinguishers and the classes of fire they are designed to extinguish
- General guidelines for first aid emergencies
- Lifting and carrying items safely
- Complete a student safety pledge form
- Interpret a material safety data sheet
- Lift a heavy object properly
- Approved methods of disposing of graphic communications waste materials
- Personal protective equipment which might be required in a production room
- Terms and definitions
- Proper safety rules to be practiced in the production room
- Proper safety rules to be practiced in the computer lab
- Complete the assigned project
- Participate in classroom discussions and lecture
- Complete assigned worksheets, study guides, and workbook pages
- Have knowledge of paper cutter parts and safety features
- Have knowledge of paper drill parts and safety features

**Skill:**
- Demonstrate ability to: Operate a paper drill
- Demonstrate ability to: Operate a paper cutter
- Demonstrate ability to: General guidelines for first aid emergencies
- Demonstrate ability to: Lift and carry items safely
- Demonstrate ability to: Interpret a material safety data sheet
- Demonstrate ability to: Operate the computers safely

**Remediation:**
- Review with teacher assistance
- Individual tutoring
- Peer tutoring
- Vocabulary review

**Enrichment:**
- Research new equipment
- Research current SDS sheets

**Safety:**
- Student must:
  - Handle material in safe and work like manner
  - Use protective clothing and equipment
  - Use hand tools in a safe manner
  - Follow all rules and policies outlined in class

**Assessment:**
- Pretest
- Post test
- Safety Quiz
- Classroom assignment with rubric
- Graded Worksheet
Resources:
https://www.osha.gov/Publications/OSHA3636.pdf


Equipment:

27” Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC
Microsoft Word

Laminator
Roldand Veracamm
Exacto Knife
Unit Description/Objectives:
Student will know and be able to draw and illustrate line art, geometric and organic forms, anatomy, incorporating the following techniques: perspective, texture, tone, value, direct observation, and color.

Tasks:
- PA301 – Draw objects using linear perspective.
- PA302 – Draw basic geometric and organic forms showing texture and tone.
- PA303 – Draw line art.
- PA304 – Apply anatomy concepts in drawing.
- PA305 – Design from direct observation.
- PA306 – Produce illustrations using various media.
- PA307 – Illustrate using value.

Standards / Assessment Anchors

Focus Standard/Anchor #1
- CC.3.5.11-12.C. Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

Supporting Standards/Anchors
- CC.3.5.11-12.D. Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11–12 texts and topics. Shaping the design of and demand for various technologies.
- CC.3.5.11-12.E. Analyze how the text structures information or ideas into categories or hierarchies, demonstrating understanding of the information or ideas.
- CC.2.3.HS.A.1 Use geometric figures and their properties to represent transformations in the plane.
Connecting Standard/Anchor

- CC.3.5.11-12.F.
  Analyze the author’s purpose in providing an explanation, describing a procedure, or discussing an experiment in a text, identifying important issues that remain unresolved.

Instructional Activities:

**Knowledge:**
- Have knowledge of: Linear Perspective
- Have knowledge of: 1, 2, 3, 4, 5 point perspective
- Have knowledge of: texture
- Have knowledge of: tone
- Have knowledge of: Line art
- Have knowledge of: Anatomy concepts
- Have knowledge of: Color illustrations
- Have knowledge of: Value
- Have knowledge of: Layering

**Skill:**
- Complete assignment, using linear perspective
- Using Pencils to create line art
- Draw basic Human anatomy
- Complete illustration assignment using color
- Create a drawing using value

**Remediation:**
- Review with teacher assistance
- Study guide
- Individual tutoring
- Peer Mentoring
- Peer tutoring
- Additional time
- Vocabulary review

**Enrichment:**
- Art Show

**Safety:**
- Student must:
  - Handle material in safe and work like manner
  - Use protective clothing and equipment
  - Use hand tools in a safe manner
  - Follow all rules and policies outlined in class

**Assessment:**
- Pretest
- Post test
- Quiz
- Classroom assignment with rubric
- Graded Worksheet
Resources:


Equipment:

<table>
<thead>
<tr>
<th>Drawing tools</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>27” Apple imac</td>
<td></td>
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<tr>
<td>Richoh 7100sx</td>
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<tr>
<td>Adobe Photoshop CC</td>
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<td>Adobe Illustrator CC</td>
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<td>Adobe Indesign CC</td>
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<td>Microsoft Publisher</td>
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<tr>
<td>Drawing tools</td>
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<tr>
<td>Rulers</td>
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<td>Light table</td>
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<tr>
<td>Paper supplies</td>
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</tbody>
</table>
Unit Description/Objectives:
Student will know the basic structure of color including hue, intensity and saturation; how to select the proper color to generate a successful design; and the differences between and when to use additive and subtractive color.

Tasks:
PA401 Apply the basic structure of color (hue, saturation, brightness) to generate color solutions.
PA402 Apply appropriate color schemes to generate design solutions.
PA403 Identify color models including additive and subtractive color.

Standards / Assessment Anchors

Focus Standard/Anchor #1

- CC.3.5.11-12.B. Determine the central ideas or conclusions of a text; summarize complex concepts, processes, or information presented in a text by paraphrasing them in simpler but still accurate terms.

Supporting Standards/Anchors

- CC.3.5.11-12.G. Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

- CC.3.5.11-12.H. Evaluate the hypotheses, data, analysis, and conclusions in a science or technical text, verifying the data when possible and corroborating or challenging conclusions with other sources of information.

- CC.3.5.11-12.C. Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

Connecting Standard/Anchor

CC.3.6.11-12.B. * Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes.
**Instructional Activities:**

**Knowledge:**
- Knowledge of: hue, intensity and saturation
- Knowledge of: appropriate color schemes
- Knowledge of: psychology of color
- Knowledge of: Kuler
- Knowledge of: CMYK color model
- Knowledge of: RGB color model
- Knowledge of: Analogous color
- Knowledge of: Complimentary color
- Knowledge of: Grayscale images
- Knowledge of: Pantone color

**Skill:**
- Match appropriate color scheme
- Convert RGB to CMYK for print
- Mix primary colors to create color wheels
- Demonstrate tint and tone
- Convert image to gray scale
- Select Pantone colors
- Complete assigned projects
- Explain in writing reasons for color selection

**Remediation:**
- Review with teacher assistance
- Individual tutoring
- Peer tutoring
- Vocabulary review

**Enrichment:**
- Color research on Design Trends

**Safety:**
- Student must:
  - Handle material in safe and work like manner
  - Use protective clothing and equipment
  - Use hand tools in a safe manner
  - Follow all rules and policies outlined in class

**Assessment:**
- Pretest
- Post test
- Quiz
- Classroom assignment with rubric
- Graded Worksheet

**Resources:**
- https://eslchestnut.com/2012/07/19/the-psychology-of-colour/

**Equipment:**
27” Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC
Microsoft Word
Drawing tools

Rulers
Light table
Paper supplies
Paint (primary colors)
Paint supplies
Course Name: Advertising and Design

Unit Name: PA500 DIGITAL IMAGING
Unit Number: PA500

Dates: Fall 2019   Hours: 162

Unit Description/Objectives:
Students will know Adobe Photoshop, Adobe Illustrator, Adobe Photoshop, and Adobe Dreamweaver. Students will be able to use and have knowledge of various peripherals including scanners, tablets, and storage devices. Students will learn various file formats and learn proper file organization.

Tasks:
501 Execute image scanning procedures.
502 Identify the properties of vector and raster images.
503 Utilize basic functions of a page layout software.
504 Utilize intermediate functions of a page layout software.
505 Utilize a basic functions of a vector-based drawing program.
506 Utilize intermediate functions of a vector-based drawing program.
507 Utilize basic functions of a raster-based image editing software.
508 Utilize intermediate functions of a raster-based image editing software.
509 Utilize use of input, output and storage devices.
510 Utilize different file formats correctly.
511 Organize and manage digital files.
512 Utilize basic functions of a web page design software.

Standards / Assessment Anchors

Focus Standard/Anchor #1

• CC.3.5.11-12.C.
Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

Supporting Standards/Anchors

• CC.3.5.11-12.G.
Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

• CC.3.6.11-12.E.
Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.

• CC.2.1.HS.F.5
Choose a level of accuracy appropriate to limitations on measurement when reporting quantities.
Connecting Standard/Anchor

- CC.2.2.7.B.3 Model and solve real-world and mathematical problems by using and connecting numerical, algebraic, and/or graphical representations.

Instructional Activities:

**Knowledge:**
- Have knowledge of: scanning software and equipment
- Have knowledge of: vector and raster images and their properties and differences
- Have knowledge of: Adobe Photoshop, Illustrator, InDesign, and Dreamweaver
- Have knowledge of: various storage devices
- Have knowledge of: different file formats and when to use them
- Have knowledge of: digital file organization
- Have knowledge of: color separations
- Have knowledge of: printer’s marks and measurements
- Have knowledge of: basic html

**Skill:**
- Have the ability to scan
- Create a vector image
- Create a raster image
- Use Adobe Photoshop to complete assignments
- Use Adobe Illustrator to complete assignments
- Use Adobe InDesign to complete assignments
- Back up file and save files to external devices
- Organize digital files
- Package files for print
- Perform color separations
- Identify and output printer marks.
- Create a basic webpage

**Remediation:**
- Review with teacher assistance
- Individual tutoring
- Peer tutoring
- Vocabulary review
- Study guide
- Peer Mentoring
- Additional time

**Enrichment:**
- Production Team
- Adobe Certification Tests

**Safety:**
- Student must:
  - Handle material in safe and work like manner
  - Use protective clothing and equipment
  - Use hand tools in a safe manner
  - Follow all rules and policies outlined in class
**Assessment:**
- Pretest
- Post test
- Quiz
- Classroom assignment with rubric
- Graded Worksheet

**Resources:**
- [www.gmetrix.net/](http://www.gmetrix.net/)
- [www.lynda.com](http://www.lynda.com)

**Equipment:**
- 27” Apple imac
- Richoh 7100sx
- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe Indesign CC
Unit Description/Objectives:
Student will know the history of advertising and design, elements and principles of design, the process of creating a successful design, preparing a file for output, and producing design projects.

Tasks:
601 Research the history of advertising design.
602 Apply elements and principles of design.
603 Interpret a creative or design brief.
604 Produce thumbnails, roughs and comprehensive.
605 Design a logo.
606 Create a design for a package.
607 Utilize basic knowledge of printing processes.
608 Design promotional materials.
609 Prepare files for output.
610 Utilize printer’s marks and prepare color separations.
611 Execute knowledge of basic math, proportions, and measurements.

Standards / Assessment Anchors

Focus Standard/Anchor #1

• Standard CC.3.5.11-12.C
  Follow precisely a complex multistep procedure, etc.

Supporting Standards/Anchors

• CC.3.6.11-12.E.
  Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.

• CC.3.6.11-12.H.
  Draw evidence from informational texts to support analysis, reflection, and research.

• CC.3.5.11-12.C.
  Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.
Connecting Standard/Anchor

- CC.2.1.HS.F.5
  Choose a level of accuracy appropriate to limitations on measurement when reporting quantities.

**Instructional Activities:**

**Knowledge:**
- Have knowledge of: the history of advertising and design
- Have knowledge of: the design process (thumbnails, rough, comprehensive)
- Have knowledge of: printing process
- Have knowledge of: promotional materials
- Have knowledge of: preparing files for output
- Have knowledge of: printer marks and measurements
- Have knowledge of: elements and principles of design

**Skill:**
- Write a creative brief
- Design a logo
- Create a design for a package
- Perform color separations
- Apply elements and principles of design

**Remediation:**
- Review with teacher assistance
- Individual tutoring
- Peer tutoring
- Vocabulary review
- Study guide
- Peer Mentoring
- Additional time

**Enrichment:**
- Production Team

**Safety:**
- Student must:
  - Handle material in safe and work like manner
  - Use protective clothing and equipment
  - Use hand tools in a safe manner
  - Follow all rules and policies outlined in class

**Assessment:**
- Pretest
- Post test
- Quiz
- Classroom assignment with rubric
- Graded Worksheet
Resources/Equipment:


Equipment:
27” Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC
Challenger Cutter
Shrink Wrap Machine
Roland Wide Format Printer
Steel Center for CTE
Course Name: Advertising and Design

Unit Name: PA700 Typography
Unit Number: PA700

Dates: Fall 2019   Hours: 67.5

Unit Description/Objectives:
Student will have a strong knowledge of typography, including anatomy and classification of type styles, manipulate type, and choose/apply appropriate typefaces.

Tasks:
701  Identify the anatomy and classification of type.
702  Identify typographic styles.
703  Manipulate type through character and paragraph formatting.
704  Choose and apply appropriate typeface.

Standards / Assessment Anchors

Focus Standard/Anchor #1

• CC.3.5.11-12.F.
  Analyze the author’s purpose in providing an explanation, describing a procedure, or discussing an experiment in a text, identifying important issues that remain unresolved.

Supporting Standards/Anchors

• CC.3.5.11-12.B.
  Determine the central ideas or conclusions of a text; summarize complex concepts, processes, or information presented in a text by paraphrasing them in simpler but still accurate terms.

• CC.3.6.11-12.H.
  Draw evidence from informational texts to support analysis, reflection, and research.

• CC.3.5.11-12 I.
  Synthesize information from a range of sources into a coherent understanding.

Connecting Standard/Anchor

• 2.1.HS.F.2
  Apply properties of rational and irrational numbers to solve real world or mathematical problems.

Instructional Activities:

Knowledge:
  Have knowledge of: the anatomy and classification of type
  Have knowledge of: typographic styles
Skill:
Manipulate type with character and paragraph formatting
Choose appropriate type styles
Install fonts on Apple Computer
Work with Adobe Typekit

Remediation:
Review with teacher assistance
Individual tutoring
Peer tutoring
Vocabulary review
Study guide
Peer Mentoring
Additional time

Enrichment:
Production Team
Font Creation

Safety:
Student must:
Handle material in safe and work like manner
Use protective clothing and equipment
Use hand tools in a safe manner
Follow all rules and policies outlined in class

Assessment:
Pretest
Post test
Quiz
Classroom assignment with rubric
Graded Worksheet

Resources/Equipment:


Equipment:
27” Apple imac
Richoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC
Unit Description/Objectives:
Student will know have knowledge of digital camera and accessories including composition, lighting, camera stabilization and how to download and manipulate digital images.

Tasks:
801 Operate digital camera and accessories.
802 Compose a photograph through the lens.
803 Differentiate lighting options and their effects.
804 Stabilize camera.
805 Download and manage digital images.

Standards / Assessment Anchors

Focus Standard/Anchor #1
- CC.3.5.11-12. I
  Synthesize information from a range of sources into a coherent understanding.

Supporting Standards/Anchors
- CC.3.5.11-12.D
  Determine the meaning of symbols, key terms, and other domain specific words.
- CC 3.5.11-12 E
  Analyze the structure of the relationships among concepts in a text, etc.
- CC.3.5.9-10. H
  Assess the reasoning in a text to support the author's claim for solving a technical problem.

Connecting Standard/Anchor
- CC.3.5.9-10.G
  Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).

Instructional Activities:

Knowledge:
- Have knowledge of: aperture, shutterspeed and iso
- Have knowledge of: studio lighting and the relationship between them.
- Have knowledge of: photo composition
**Skill:**
- Operate digital camera, Nikon, Canon, Sony
- Set up and adjust studio lighting
- Hold and stabilize a camera
- Download and organize photographs.
- Edit photos for presentation

**Remediation:**
- Review with teacher assistance
- Individual tutoring
- Peer tutoring
- Vocabulary review

**Enrichment:**
- Production Team
- Skills USA State Competition

**Safety:**
- Student must:
  - Handle material in safe and work like manner
  - Use protective clothing and equipment
  - Use hand tools in a safe manner
  - Follow all rules and policies outlined in class

**Assessment:**
- Pretest
- Post test
- Quiz
- Classroom assignment with rubric
- Graded Worksheet
Resources/Equipment:


Equipment:
27” Apple imac
Ricoh 7100sx
Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Nikon D3300 digital camera
Canon EOS Rebel camera
Sony camera
Studio Lights
Speedlights
SD cards
Unit Description/Objectives:
Student will know proper professional practices including preparing a portfolio, estimating time and materials need for projects, participating in critiques, and researching industry practices.

Tasks:
901 Prepare and present a portfolio.
902 Prepare and present a visual concept presentation.
903 Estimate time and materials for a project.
904 RESERVED
905 Matte and mount works of art.
906 Participate in critiques of commercial art projects.
907 Explore current industry trends.

Standards / Assessment Anchors

Focus Standard/Anchor #1
- CC.3.6.11-12.H.
  Draw evidence from informational texts to support analysis, reflection, and research.

Supporting Standards/Anchors
- CC.3.6.11-12.C.
  Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- CC.3.5.9-10. H
  Assess the reasoning in a text to support the author’s claim for solving a technical problem.
- CC.3.5.11-12. B
  Determine the central ideas or conclusions of text; etc.

Connecting Standard/Anchor
- Standard 2.1.HS.F.6
  Extend the knowledge of arithmetic operations and apply to complex numbers.
Instructional Activities:

**Knowledge:**
- Have knowledge of: positive customer service practices.
- Have knowledge of: portfolios
- Have knowledge of: estimates
- Have knowledge of: art presentation
- Have knowledge of: current industry practices

**Skill:**
- Complete and present digital and paper portfolio
- Create a job ticket/estimate for customer jobs
- Participate in

**Remediation:**
- Review with teacher assistance
- Individual tutoring
- Peer tutoring
- Vocabulary review

**Enrichment:**
- Production Team

**Safety:**
- Student must:
  - Handle material in safe and work like manner
  - Use protective clothing and equipment
  - Use hand tools in a safe manner
  - Follow all rules and policies outlined in class

**Assessment:**
- Pretest
- Post test
- Quiz
- Classroom assignment with rubric
- Graded Workshe

**Resources/Equipment:**

**Equipment:**
- 27” Apple imac
- Ricoh 7100sx
- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe Indesign CC
- Challenger Cutter
- Shrink Wrap Machine
- Roland Wide Format Printer
- Baum Folder
Steel Center for CTE
Course Name: Advertising and Design

Unit Name: L1000 Local Tasks, Printing Industry
Unit Number: L1000
Dates: Fall 2019  Hours: 51.75

Unit Description/Objectives:
Student will know the history of printing, various printing methods, knowledge of paper, knowledge of impositions and various finishing/bindery methods.

Tasks:
L1 Research the History of Printing
L2 Explain the various printing methods within the printing industry
L3 Print different types of impositions
L4 Demonstrate knowledge of paper classifications, paper properties and paper concerns in the digital and offset printing applications
L5 Explain various finishing techniques.

Standards / Assessment Anchors

Focus Standard/Anchor #1

• CC.3.6.11-12.H.
  Draw evidence from informational texts to support analysis, reflection, and research.

Supporting Standards/Anchors

• CC.3.5.11-12.C
  Follow precisely a complex multistep procedure, etc.

• CC.3.6.11-12.C.
  Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

• CC.3.5.11-12. B
  Determine the central ideas or conclusions of text; etc.

Connecting Standard/Anchor

• CC.3.5.11-12.C.
  Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.
Instructional Activities:

**Knowledge:**
- Have knowledge of: The history or Printing
- Have knowledge of: Various Printing Methods in the Printing Industry
- Have knowledge of: Paper classifications, properties and paper selection
- Have knowledge of: Various binding and Finishing methods

**Skill:**
- Create infographics
- Print with various impositions
- Operate Baum Folder

**Remediation:**
- Review with teacher assistance
- Individual tutoring
- Peer tutoring
- Vocabulary review
- Study guide
- Peer Mentoring
- Additional time

**Enrichment:**
- Production Team

**Safety:**
- Student must:
  - Handle material in safe and work like manner
  - Use protective clothing and equipment
  - Use hand tools in a safe manner
  - Follow all rules and policies outlined in class

**Assessment:**
- Pretest
- Post test
- Quiz
  
- Classroom assignment with rubric
- Graded Worksheet

**Resources/Equipment:**


**Equipment:**
- 27” Apple imac
- Adobe Photoshop CC
- Adobe Indesign CC
- Shrink Wrap Machine
- Baum Folder
- Richoh 7100sx
- Adobe Illustrator CC
- Challenger Cutter
- Roland Wide Format Printer