**CTE** **Model** **Curriculum** **Worksheet**

Title: **Graphic** **Design/Print** **Production** *(FAST* *TRACK* *Certificate* *in* *One* *Year)*

Total units **19.5** *(all* *units* *are* *semester* *units)*

Award Type (*indicate* *one)*:

\_\_\_AA \_\_\*AS \_\_Low-Unit Certificate \*AS should be used for CTE and STEM.

**“Core”** **Courses:**

\_X\_\_Certificate (≥12units)

**10.5** units

|  |  |  |
| --- | --- | --- |
| **Title** **(units)** | **C-ID** **Designation** | **Rationale** |
| Intro to Digital Media (3) | DMGR 100 X | Industry Standards & Expectations |
| Design Principles (3) | DMGR 110 X | Industry Standards & Expectations |
| Intro to Social Media (3) | DMGR 120 X | Industry Standards & Expectations |
| DM Business Basics & Portfolio (1.5) | DMGR 130 X | Industry Standards & Expectations |

**Select** **ALL** **courses** **from** **the** **following:** **9** units

|  |  |  |
| --- | --- | --- |
| Vector Graphics (3) |  See Sample Course | Adobe Illustrator |
| Page Layout (3) |  See Sample Course | Adobe InDesign |
| Digital Imaging (3) |  See Sample Course | Adobe Photoshop |

**FIRST** **SEMESTER** **EXAMPLE**

|  |  |  |
| --- | --- | --- |
| Intro to Digital Media (3) | DMGR 100 X |  |
| Design Principles (3) | DMGR 110 X |  |
| Digital Imaging (3) |  See Sample Course |  |
| Vector Graphics (3) |  See Sample Course |  |

**FINAL** **SEMESTER** **EXAMPLE**

|  |  |  |
| --- | --- | --- |
| Intro to Social Media (3) | DMGR 100 X |  |
| DM Business Basics & Portfolio (1.5) | DMGR 130 X |  |
| Page Layout (3) |  See Sample Course |  |

**VECTOR GRAPHICS - SAMPLE** **COURSE**

|  |  |
| --- | --- |
| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): |
| General Course Title: **Vector Graphics** | Min. Units 3 |
| **GENERAL COURSE DESCRIPTION** This hands-on course provides an introduction to the process of creating vector graphics images using an industry standard vector graphics editor for graphics professionals creating graphic design, typography, logos and sharp-edged artistic illustration on the computer. |
| **JUSTIFICATION**Every business, artist, performer, hobbyist, and organization needs a web presence. This course continues to build on the Web Fundamentals and introduces the student to more advanced coding using industry standard software. The demand for web designers with technical and creative digital media skills is increasing. |
| Required Prerequisites:  |
| **COURSE CONTENT**1. Communicate with colleagues and clients about design plans.2. Set appropriate document settings for printed and onscreen images.3. Terminology related to digital images.4. Organization of documents5. Navigate, organize, and customize the application workspace.6. Evaluate or adjust appearance of objects, selections, or layers using various tools.7. Create and modify visual elements.8. Manage colors, swatches, and gradients. Typographic adjustments to create contrast, hierarchy, and enhanced readability.9. Saving and Exporting Files10. Package, export/save digital images to various file formats.11. Identify the purpose, audience, and audience needs for preparing images.12. Determine the type of copyright, permissions, and licensing required to use specific content. |
| **COURSE OBJECTIVES** *At* *the* *conclusion* *of* *this* *course,* *the* *student* *should* *be* *able* *to:*1. Create projects with the appropriate settings within the software for web, print, and animation while using basic design principles and best practices employed in the design industry.
2. Determine the type of copyright, permissions, and licensing required to use specific content.

3. Identify the purpose, audience, and audience needs for preparing vector based images. |
| **METHODS OF EVALUATION**· Written Assignments· Projects (solo/group)· Problem Solving Exercises · Quizzes/Exams |
| **TEXTBOOKS**OER Materials**-OR-***Learn Adobe Illustrator CC for Graphic Design and Illustration*by Dena Wilson, Rob Schwartz, Peter Lourekas**-OR-***Abobe Illustrator Classroom in a Book*by Brian Wood |

**PAGE LAYOUT - SAMPLE COURSE**

|  |  |
| --- | --- |
| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): |
| General Course Title: **Page Layout** | Min. Units 3 |
| **GENERAL COURSE DESCRIPTION** This hands-on course focuses on the principles of graphic design to create multi-page solutions using industry standard software. Students learn to integrate typography, photography and graphics into projects that explore the technical and aesthetic nature of digital publication design through print and electronic publication (EPUB). Advanced typographic controls and production specifications, multi-page document management, output solutions including print, XML capabilities and the creation of interactive documents for online distribution are also discussed. The creation of portfolio level work is stressed throughout the course. Verbal and visual presentation skills are emphasized to communicate with future clients. Critiques focus on appropriate solutions, visual interest and craftsmanship. |
| **JUSTIFICATION** Every business, artist, performer, hobbyist, organization needs a web presence. This course continues to build on the Web Fundamentals and introduces the student to more advanced coding using industry standard software. The demand for web designers with technical and creative digital media skills is increasing. |
| Required Prerequisites: Digital Imaging |
| Required Co- Requisites: |
| Advisories/Recommended Preparation: |
| **COURSE CONTENT**• History of printing• Print production terminology• Image file type and preparation• Basic industry standard software skills• Layout design• Formatting Text• Working with Graphics• Special effects with transparency, drop shadows and feathering• Principles of color [process, spot, and RGB (red green blue)]• Gradients• Basic printing options• Creating a PDF file for web, slideshow and print |
| **COURSE OBJECTIVES** *At the conclusion of this course, the student should be able to:*1. Design and lay out a multi-page publication combining formatted text and graphics for print and electronic devices using industry standard workflow, software and design principles.
2. Preflight documents for output by packaging document pages, image and graphic links, as well as fonts into one final folder.
3. Manage workflow of fliers, brochures, slideshows, promotional materials, and newsletters for print and PDF output.
 |
| **METHODS OF EVALUATION**• Written Assignments• Projects (solo/group)• Problem Solving Exercises• Quizzes/Exams |
| **TEXTBOOKS**OER Materials**-OR –** *LEARN Adobe InDesign*By Jonathon Gordon, Rob Schwartz & Conrad Chavez**-OR-***Adobe InDesign Classroom in a Book***-RECOMMENDED-***The MAC is Not a Typewriter*by Robin Williams |
| FDRG Lead Signature: M. Abril Date: 07/15/2019 |
|  |

**DIGITAL IMAGING - SAMPLE** **COURSE**

|  |  |
| --- | --- |
| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): |
| General Course Title: **Digital Imaging** | Min. Units 3 |
| **GENERAL COURSE DESCRIPTION**This course is an introduction to the use of industry standard digital imaging software. Students will learn image capture, creation, enhancing, retouching, color correction, restoring, balancing, filtering and applying special effects will be explored as well as, type effects, patterns, icons, textures, montages and composites. Emphasis on image formats, resolution, workflows, automated processing, and output for multiple applications. |
| **JUSTIFICATION**Animation is a highly desired skill in the industry of advertising, filmmaking, web development and gaming. |
| Required Prerequisites:  |
| **COURSE CONTENT*** Software fundamentals
* Image file formats
* Acquiring and managing images
* Resolution and printing
* Raster vs. vector
* Basic image adjustments
* Perfecting color to make great images
* Design Fundamentals
* Painting and editing techniques
* Layer basics
* CMYK vs. RGB
* Basic blending modes
* Selection
* Copyright and fair use
* Duplicating and reverting
* Filters
* Photography Tips
 |
| **COURSE OBJECTIVES** *At* *the* *conclusion* *of* *this* *course,* *the* *student* *should* *be* *able* *to:* 1. Articulate terminology related to digital imaging and photography.2. Analyze imported images and apply appropriate solutions.3. Use basic retouching techniques—including color correction, blending, cloning, and filters—to manipulate a digital image.4. Prepare images for export to web, print, and video. |
| **METHODS OF EVALUATION**· Written Assignments· Projects (solo/group)· Problem Solving Exercises · Quizzes/Exams |
| **TEXTBOOKS**OER Materials**-OR-***Learn Adobe Photoshop*by Rob Schwartz**-OR-** *Adobe Animate Classroom in a Book*By Andrew Faulkner, Conrad Chavez |