

Florida Department of Education
Division of Community Colleges
CURRICULUM FRAMEWORK

Program Title: Graphics Technology
Occupational Area: Industrial Education

CIP Number PSV
 0650040200 (AAS)
 1650040200 (AS)
Grade Level College Credits
Length AAS/ AS Degree - 64 Credits
Certification

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as Broadcast Designer, Production Artist, Illustrator, Desktop Publisher, Graphic Designer, Production Manager, Traffic Manager, Presentation Specialist, or Web Designer or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, communication skills, team skills, human relations and employability skills, safe and efficient work practices, illustration, style/technique medium, concept formulation, design, drawing, display/exhibit design, layout, production skills, printing processes, use of industry tools and equipment, use and care of materials, use of current industry standards/ practices/techniques, typography, photographic procedures, color theorem, marketing/advertising theorem, T.V. graphics, electronic content, and portfolio development.

This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the Graphic Design industry: planning, management, finance, technical and product skills, underlying principles of technology, labor issues, community issues and health, safety, and environmental issues.

Programs may include specialization areas such as: animation, interactive/ multimedia design, graphic arts, graphic design, environmental graphics, motion graphics, or 3-D.

- II. **LABORATORY ACTIVITIES:** Shop or laboratory activities are an integral part of this program and provide instruction in illustration, concept formulation, design, drawing, display/exhibit design, layout, use of tools and equipment, use of materials, use of techniques/ practices/standards, typography, photographic procedures, color application, T.V. graphics, electronic layout, and portfolio development.
- III. **SPECIAL NOTE:** The Vocational Industrial Clubs of America, Inc., is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan, signed by the student, teacher and employer which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks relevant to the occupation the student has chosen as a career goal. The student should receive compensation for work performed.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

The typical length of this program for the average achieving student is an Associate Degree.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

- 01.0 Demonstrate effective communication skills.
- 02.0 Demonstrate team skills.
- 03.0 Demonstrate safe and efficient work practices.
- 04.0 Perform illustration.
- 05.0 Formulate concepts/theory.
- 06.0 Apply design theories.
- 07.0 Demonstrate drawing techniques.
- 08.0 Demonstrate creative use of typography.
- 09.0 Create exhibit/display designs.
- 10.0 Create advertising layouts.
- 11.0 Demonstrate production skills.
- 12.0 Interpret printing processes.
- 13.0 Demonstrate knowledge of current industry standards, practices, and techniques.
- 14.0 Interpret photographic procedures.
- 15.0 Apply marketing/advertising principles.
- 16.0 Apply color theories.
- 17.0 Demonstrate industry level presentation procedures
- 18.0 Design television graphics.
- 19.0 Utilize computer hardware, software, networks and peripherals for the production of electronic content.
- 20.0 Create electronic content.
- 21.0 Demonstrate appropriate math skills.
- 22.0 Demonstrate appropriate understanding of basic science.
- 23.0 Demonstrate employability skills.
- 24.0 Demonstrate an understanding of entrepreneurship.

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STUDENT PERFORMANCE STANDARDS

Program Title: Graphics Technology

- 01.0 **DEMONSTRATE EFFECTIVE COMMUNICATION SKILLS**--The student will be able to:
- 01.01 Demonstrate presentation skills.
 - 01.02 Prepare written correspondence.
 - 01.03 Demonstrate effective oral communication skills.
 - 01.04 Read and interpret written and oral instructions.
- 02.0 **DEMONSTRATE TEAM SKILLS**--The student will be able to:
- 02.01 Demonstrate project management abilities.
 - 02.02 Demonstrate ability to work as part of a team.
- 03.0 **DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES**--The student will be able to:
- 03.01 Follow industry rules, safety regulations and policies.
 - 03.02 Demonstrate proper use of toxic materials.
 - 03.03 Demonstrate awareness of appropriate ergonomics.
 - 03.04 Demonstrate proper care of equipment.
 - 03.05 Demonstrate typical workplace tasks in a timely manner.
- 04.0 **PERFORM ILLUSTRATION**--The student will be able to:
- 04.01 Demonstrate versatile illustration styles and techniques.
 - 04.02 Demonstrate knowledge of methods and materials.
 - 04.03 Create computer illustrations.
 - 04.04 Identify recognized illustrators and renowned works.
- 05.0 **FORMULATE CONCEPT/THEORY**--The student will be able to:
- 05.01 Select appropriate style or technique to problem solving.
 - 05.02 Display creative talent and ingenuity.
 - 05.03 Apply principles of design.
 - 05.04 Demonstrate the design process.
- 6.0 **APPLY DESIGN THEORIES**--The student will be able to:
- 06.01 Create a design in black and white and colors.
 - 06.02 Create various mockups, dummies, and comprehensive layouts in a variety of formats.
 - 06.03 Evaluate use of design principles utilized in various graphic design applications.
- 07.0 **DEMONSTRATE DRAWING TECHNIQUES**--The student will be able to:
- 07.01 Draw three dimensional shapes.

- 07.02 Draw still life.
 - 07.03 Draw figures.
 - 07.04 Demonstrate use of perspective.
 - 07.05 Identify artwork and artists of historical significance.
- 08.0 **DEMONSTRATE CREATIVE USES OF TYPOGRAPHY**--The student will be able to:
- 08.01 Develop appropriate use of type styles and letter forms.
 - 08.02 Demonstrate application of typographical specifications.
 - 08.03 Apply type construction design.
 - 08.04 Apply proper letters and line spaces for typesetting.
 - 08.05 Develop working knowledge of typespacing.
 - 08.06 Demonstrate principles of typography in design project.
 - 08.07 Utilize a desktop computer and industry standard software for type production.
- 09.0 **CREATE EXHIBIT/DISPLAY DESIGNS**--The student will be able to:
- 09.01 Apply 2D or 3D design principles.
 - 09.02 Construct scale models.
 - 09.03 Indicate proper specifications for design.
 - 09.04 Coordinate production of displays and exhibits.
- 10.0 **CREATE ADVERTISING LAYOUTS**--The student will be able to:
- 10.01 Identify advertising needs and develop appropriate solution.
 - 10.02 Produce comprehensive layouts for advertising in newspaper, advertising, magazines, billboards, and an advertising campaign.
- 11.0 **DEMONSTRATE PRODUCTION SKILLS**--The student will be able to:
- 11.01 Size photographs and illustrations.
 - 11.02 Demonstrate correct preparation of electronic files.
 - 11.03 Demonstrate knowledge of traditional (non-electronic) production techniques.
- 12.0 **INTERPRET PRINTING PROCESSES**--The student will be able to:
- 12.01 Determine methods of printing and specialty printing methods.
 - 12.02 Select appropriate substrates and inks for projects.
 - 12.03 Explain color separation process.
 - 12.04 Identify and specify half-tone and line negatives.
 - 12.05 Interpret signature and imposition procedures.
 - 12.06 Analyze and identify method of proofing.
 - 12.07 Explain basic print process.
- 13.0 **DEMONSTRATE KNOWLEDGE OF CURRENT INDUSTRY STANDARDS, PRACTICES, AND TECHNIQUES**--The student will be able to:
- 13.01 Explain copyright procedures.
 - 13.02 Use industry terminology.
 - 13.03 Identify industry practice and procedures.
 - 13.04 Explain importance of meeting deadlines.
 - 13.05 Acquire up-to-date in-field technology.
 - 13.06 Learn how to cope with stress.
 - 13.07 Adjust to work conditions.

- 14.0 **INTERPRET PHOTOGRAPHIC PROCEDURES**--The student will be able to:
- 14.01 Describe how to coordinate photographic procedures with photographer.
 - 14.02 Perform cropping and scaling.
 - 14.03 Demonstrate understanding of photographic terminology.
 - 14.04 Operate camera.
 - 14.05 Create an artistic photographic image.
- 15.0 **APPLY MARKETING/ADVERTISING PRINCIPLES**--The student will be able to:
- 15.01 Apply marketing/advertising principles.
 - 15.02 Identify customer needs.
 - 15.03 Identify target market.
 - 15.04 Prepare cost estimate.
 - 15.05 Analyze marketing potential.
 - 15.06 Recognize proper use of specialty services (supplies, specialties).
 - 15.07 Identify client marketing objective.
 - 15.08 Identify client advertising objective.
 - 15.09 Understand an advertising agency's structure and procedures.
- 16.0 **APPLY COLOR THEORIES**--The student will be able to:
- 16.01 Apply knowledge of color theory.
 - 16.02 Demonstrate knowledge of industry standard color systems.
- 17.0 **DEMONSTRATE INDUSTRY LEVEL PRESENTATION PROCEDURES**--The student will be able to:
- 17.01 Demonstrate mounting and matting procedure.
 - 17.02 Demonstrate industry presentation procedure and techniques.
 - 17.03 Prepare industry level portfolio.
- 18.0 **DESIGN TELEVISION GRAPHICS**--The student will be able to:
- 18.01 Produce T.V. storyboards.
 - 18.02 Design graphics for broadcast.
- 19.0 **UTILIZE COMPUTER HARDWARE, SOFTWARE, NETWORKS, AND PERIPHERALS FOR THE PRODUCTION OF ELECTRONIC CONTENT**--The student will be able to:
- 19.01 Demonstrate understanding of various platforms, operating systems, hardware, software, peripherals, network issues, and compatibility.
- 20.0 **CREATE ELECTRONIC CONTENT**--The student will be able to:
- 20.01 Use vector based, bitmap and page layout computer application software.
 - 20.02 Create web design.
- 21.0 **DEMONSTRATE APPROPRIATE MATH SKILLS**--The student will be able to:
- 21.01 Solve problems for volume, weight, area, circumference and perimeter measurements for rectangles, squares, and cylinders.
 - 21.02 Measure tolerance(s) on horizontal and vertical surfaces using

- millimeters, centimeters, feet and inches.
- 21.03 Add, subtract, multiply and divide using fractions, decimals, and whole numbers.
 - 21.04 Determine the correct purchase price, to include sales tax for a materials list containing a minimum of six items.
 - 21.05 Demonstrate an understanding of federal, state and local taxes and their computation.
- 22.0 **DEMONSTRATE APPROPRIATE UNDERSTANDING OF BASIC SCIENCE**--The student will be able to:
- 22.01 Understand molecular action as a result of temperature extremes, chemical reaction, and moisture content.
 - 22.02 Draw conclusions or make inferences from data.
 - 22.03 Identify health related problems that may result from exposure to work related chemicals and hazardous materials, and know the proper precautions required for handling such materials.
 - 22.04 Understand pressure measurement in terms of P.S.I., inches of mercury, and K.P.A.
- 23.0 **DEMONSTRATE EMPLOYABILITY SKILLS**--The student will be able to:
- 23.01 Create a résumé.
 - 23.02 Conduct a job search.
 - 23.03 Secure information about a job.
 - 23.04 Identify documents that may be required when applying for a job interview.
 - 23.05 Complete a job application form correctly.
 - 23.06 Demonstrate competence in job interview techniques.
 - 23.07 Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
 - 23.08 Identify acceptable work habits.
 - 23.09 Demonstrate knowledge of how to make appropriate job changes.
 - 23.10 Demonstrate acceptable employee health habits.
 - 23.11 Demonstrate knowledge of the "Florida Right-To-Know Law" as recorded in Florida Statutes Chapter 442.
- 24.0 **DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP**--The student will be able to:
- 24.01 Define entrepreneurship.
 - 24.02 Describe the importance of entrepreneurship to the American economy.
 - 24.03 List the advantages and disadvantages of business ownership.
 - 24.04 Identify the risks involved in ownership of a business.
 - 24.05 Identify the necessary personal characteristics of a successful entrepreneur.
 - 24.06 Identify the business skills needed to operate a small business efficiently and effectively.