JACKSON SCHOOL DISTRICT

GRAPHIC COMMUNICATIONS III

COURSE PROFICIENCY

Grade 12

Level: Advanced

Credits: 5

**DESCRIPTION OF COURSE CONTENT**

In Graphic Communications III techniques and procedures learned in Graphic Communications II will be reviewed and put into use in a printing production/graphic design setting. New techniques to be studied this year will include: Advanced Typography, Advanced Layout, College Level Adobe Photoshop, Advanced Desktop Design, Special Effects Photography, Job estimating, Package Design, Individual project work, Color separation, and Portfolio presentation. Projects are adapted to the needs and interests of the students and school.

**DESCRIPTION OF EXPECTED LEARNING**

The student will be able to:

1st Marking Period

1. Define Graphic Communications.
2. List and examine careers in Graphic Communications.
3. List and examine careers in photography.
4. Demonstrate an understanding of all shop safety rules.
5. Review with mastery proficiencies from Graphic Communications II.
6. Sign on as Layout Editor of the jaguar journal, the school newspaper, designing a minimum of 3 issues, meeting deadlines and working with 95% accuracy.

2nd Marking Period

1. Produce a minimum of six school job projects (business cards, note pads, forms, letterhead, programs, tickets, play photography head shots) in either the graphic arts or photography.
2. Work with teachers and other district professionals to provide quality printed products for their classrooms and activities.
3. Serve as a Graphic Designer to the Drama Production in the fall or the school musical in the spring. Producing Playbill, tickets, posters and other promotional needs of the production.
4. Serve as a layout editor or design consultant to the production of the school literary magazine Jackson Views.

3rd Marking Period

Serve as point man, designer, printing consultant for the production of the Jackson Scholarship Fund Inc. Ad book (80 pages) used to raise money $10,000+ for JMHS student scholarships

**EVALUATIVE MEANS TO DETERMINE MASTERY**

Each student will be evaluated based on his or her master of the basic proficiencies and the success in meeting these course requirements.

Each student’s grade will be determined through his or her performance on:

1. Tests and quizzes developed by the teacher.
2. Completion and grading of lab projects and school jobs.
3. Daily and consistent participation in assigned class duties, responsibilities, and activities.
4. Demonstration of safe and courteous work habits.