



Course Name: **Communications Technology, Graphic Communication: U/C,TGG3M1/P**

Course Description:

This course will provide an in depth look at the Graphic Communications industry through theory and practical assignments based on design, pre- press operations for offset lithography and other emerging printing processes. The students will use industry standard software for electronic desktop publishing, where they will examine comprehensive layout, design techniques, bindery and preparation for single and two colour printing.

Prerequisite: **Communications Technology, Grade 11, University/College**

Teacher: **Mr. Nathan Beyerle**

Room: **135**

Course Learning Goals:

By the end of this course, you will:

- ✓demonstrate an understanding techniques, and skills required to produce a range of communications media products and services using different types of equipment and software, incorporating industry standards, formats, and technologies.
- ✓demonstrate an understanding of technical terminology, scientific concepts, and mathematical concepts while applying them to the creation of media products.
- ✓demonstrate an understanding of and apply the interpersonal and communication skills necessary to work in a team environment.
- ✓apply project management techniques, and problem-solving strategies to develop communications technology products effectively in a team environment.
- ✓describe the impact of current communications media technologies and activities on the environment and identify ways of reducing harmful effects.
- ✓demonstrate an understanding of the social effects of current communications media technologies and the importance of respecting cultural and societal diversity in the production of media projects.
- ✓demonstrate an understanding of and apply safe work practices when performing communications technology tasks while adhering to legal requirements and ethical standards.
- ✓identify careers in communications technology for which postsecondary education is required or advantageous, and describe college and university programs that prepare students for entry into these occupations.

Outline of Units:

- Unit 1** – Intro
- Unit 2** – Design & Typography
- Unit 3** – Illustrator
- Unit 4** – Indesign
- Unit 5** – Photoshop
- Unit 6** – Printing
- Unit 7** – Multi page Production

Evaluation:

Term work will count for **70%** of the final mark in the course; the final evaluation will count for **30%**.

The Final Evaluation: Exam **15%**, Final Project **15%**

Plagiarism and Cheating:

Plagiarism of all print or electronic (Internet) material on assessment/evaluation tasks is **forbidden**. Plagiarism/copying student work and taking credit as one's own or allowing your own work to be used by another is also strictly forbidden. Any act of plagiarism, allowing your work to be copied, copying another's work and /or cheating will result in a mark of **zero** for all parties involved.

Tests:

Missed tests will be written the first day back to school or a mark of zero will be assigned unless alternative arrangements have been made in advance.

Assignment Sheets & Rubrics:

<http://www.nathanbeyerle.com>