



GRAPHIC COMMUNICATIONS



NOCTI and GAERF certification available to all students.

The Graphic Communications program is a **PrintED** certified training program, sponsored by the Printing Industries of America – it's the only printing accreditation program for schools which gives professional direction to meet industry's standards. The **PrintED** certification benefits students with better job placement, more focused learning and recognized certification by the national printing industry. Areas of completion are *Introduction to Printing, Basic Offset Press and Digital Image Preparation*.

Specialization related to offset printing and computer graphics will be studied and practiced.

Offset Printing

Planning & production
Copy & design preparation PC/Mac
Camera reproduction
Digital image setting
Platemaking
Color Offset Printing
Finishing & Bindery
Design/Maintain classroom web page

Digital Design Media

MacIntosh computer operation
Digital output
Scanning
Still video operation
Pagemaker, Quark Xpress, Photoshop,
Illustrator Freehand
Interactive multi-media

This program is two one-year programs combined intermittently (first year: one-half Digital Design Media, one-half Offset Printing; second year: one-half Digital Design Media, one-half Offset Printing). The program is open to all students in their junior and senior year.

OBJECTIVES OF THE GRAPHIC COMMUNICATIONS PROGRAM

1. To develop an understanding of procedures used in the industry necessary to convert theoretical ideas to practical operation and equipment functions.
2. To develop the skills necessary to utilize the computer graphics environment for publication design and interactive multimedia production, and electronically produce digital images for publication.
3. To become proficient in preparing information and artwork for a variety of media, both printed and electronic.
4. To develop practice and knowledge in finishing procedures i.e. cutting, bindery, folding and stitching.
5. To develop skills in emerging media, such as web design, multimedia development and animation.
6. To achieve national accreditation in the areas of completion.

PROGRAM MODULES

Offset Printing

Graphic Arts Industry Standards (PrintED)
Safety & Health
Measurement
Line Photography/Process Camera
Stripping/Imposition
Offset Color Printing
Other Printing Processes (silk screen/flexology)
Finishing/Bindery
Job Seeking Skills
Changing Technology

Graphics Careers
Shop Organization/Management
Design Principles-Copyfitting/Specifications
Halftone Reproduction
Platemaking Procedures
Preventative Maintenance/Troubleshooting
Substrate/Ink/Chemistry
Trade Customs
Post Secondary consultation
Cost Awareness/Analysis

Digital Design Media

The Design Process
Macintosh Fundamentals
Basic Vector Drawing Skills
Logo Design
Principles of Design
Color Theory
Typography
Ad Design
Package Design
Postcard/Invitation
Photo Montage
Menu Design

Brochure Design
Newsletter Design
CD Package Design
Animation
Multimedia Design Principles
Creating Interactive Multimedia
Basic Digital Video & Sound Editing
Software Development
Web Design Principles
Web Site Design
Ad Campaign
Interactive Portfolio

SUGGESTED HOME SCHOOL COURSES

The following is a list of courses that would be helpful:

Communications
Keyboarding
Computer Classes
Technology

Art/Design
Introduction to Occupations

JOB OPPORTUNITIES

Digital Design Media

Desktop Publisher
Graphic Designer
Electronics Pre-press Technician
Art Director/Creative Director
Interactive Multimedia Specialist
Web Designer

Offset/Printing

Offset Press Production
Graphics Photography
Engineering Technician
Maintenance Specialist
Marketing Representative
Finishing Bindery
Educator

COLLEGE OPPORTUNITIES:

Art Institute of Pittsburgh

- GD 212 Electronic Design – 3 credits
- DD 06 Electronic Type & Layout – 3 credits

Erie Community College

- GA 101 Orientation to Graphics – 2 credits
- GA 102 Publishing 1 Basics – 2 credits
- GA 103 Electronic Imaging – 2 credits
- GA 104 Intro Litho Press/Bindery – 1 credit
- GA 105 Lithographic Press – 2 credits
- GA 106 Create with Freehand – 2.5 credits
- GA 125 Create with Illustrator – 2.5 credits

Genesee Community College

- ART 105 Two Dimensional Design – 3 credits

Fulton-Montgomery Community College

- GA 101 Intro to Graphic Communications Tech. – 3 credits
- GA 104 Composition & Desktop Publishing Systems – 3 credits
- GA 124 Quark Xpress – 3 credits
- GA 125 Adobe Photoshop – 3 credits