

Description:

Graphic Communications is a pre-employment program in arts and communications which includes theory and applied learning as they relate to commercial art, printing, and photography. Students will be committed to lifelong learning as they grow individually, participate in groups, think analytically, create artistic products, and contribute to the production of assigned projects. Training will also include proper work ethics with an emphasis on appearance, punctuality, teamwork, time management, following directions, and displaying a positive attitude at all times. Job search and retention techniques will also be covered in the course.

Performance Objectives:

Upon completion of the Graphic Communications program, the student will be able to:

1. \_\_\_\_\_ Develop a marketable project from start to finish including, concept, client approval, production, prepress, reproduction, bindery finishing, marketing, and distribution.
2. \_\_\_\_\_ Create original artworks based on personal experience and/or the needs of the client.
3. \_\_\_\_\_ Develop skills in the visual arts and appreciation for using the visual arts in lifelong learning.
4. \_\_\_\_\_ Investigate major themes in historical and contemporary periods and styles of the visual arts throughout the world.
5. \_\_\_\_\_ Develop an appreciation of works of art, objects in nature, events, and the environment.
6. \_\_\_\_\_ Develop communication skills that facilitate ability to interact in a professional manner with customers, co-workers, vendors, and the public.
7. \_\_\_\_\_ Explore the elements and technology of graphic communications through various media including professional graphic software, fine art, typography, film, video, and digital and print photography.
8. \_\_\_\_\_ Develop techniques in communications specific to the internet and web based technology.
9. \_\_\_\_\_ Develop knowledge of preparing artwork for printing and finishing operations.
10. \_\_\_\_\_ Develop knowledge of various printing and reproduction processes.
11. \_\_\_\_\_ Prepare projects using various media demonstrating effective and responsible use of equipment.
12. \_\_\_\_\_ Development of a portfolio demonstrating the student's proficiency in graphic communications.
13. \_\_\_\_\_ Develop a basic understanding of budgeting and pricing of creative services rendered.
14. \_\_\_\_\_ Create original artworks that reflect the vision/needs of the client.
15. \_\_\_\_\_ Develop professional networking techniques that result improve employability.

*NOTE: The student has satisfactorily completed the performance objectives initialed by the instructor.*