



Course Syllabus 2024-2025

Program Title

Graphic Communications I

Instructor

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Course Description

This course is designed to give the students an overview of the graphic communications industry. Students will learn the basic elements of printing and publishing careers, including Adobe illustrator and photoshop, computer illustration, layout and design, digital photography, Sketch Book and screen printing.

Course Goals

This program will enable the student to:

1. Excel at technical competencies
2. Engage in productive group activities
3. Develop skills in digital image preparation
4. Understand basic screen printing equipment, ink and substrate selection
5. Produce finished products using the screen printing process
6. Use electronic publishing software programs
7. Understand digital imaging workflows
8. Choose software that is appropriate for a variety of layouts.
9. Develop skills in digital photography
10. Develop problem solving skills
11. Research careers in the graphic communications industry

Skills Needed

To be successful in this program, you should have the following skills:

- Ability to organize information visually
- Ability to follow multi-step directions
- Hand-eye coordination
- Manual Dexterity
- Ability to work quickly & accurately
- Creative ability
- Critical thinking & problem solving skills
- Basic math and reading skills
- Ability to communicate and successfully collaborate with others
- Personal and social responsibility

Program Safety

Students will complete industry and shop specific safety training before being allowed to participate in shop activities or equipment operation.

- Hands on instructor safety training with each piece of equipment to ensure safe operations.
- Students are required to have and use the appropriate PPE when in the lab.

Evaluation of Learning

Student performance will be evaluated using multiple assessments involving assigned program activities. Student's course grades will be based on the following:

Evaluation Criteria	Method of Evaluation	Total Points
Effort	● Attendance ● Class participation ● Professionalism ● Attitude/Behavior	Total Points
Projects	● Group Projects ● Individual Weekly Projects	
Assessment	● Competency Tests ● Oral presentation of portfolio and practical exercises ● Quizzes	
Assignments	● Worksheets ● Sketchbook ● Reading Reviews	

Grading Scale

Grade	Percentage
A+	100% – 98%
A	97% – 92%
A-	91% – 90%
B+	89% – 88%
B	87% – 82%
B-	81% – 80%

Grade	Percentage
C+	79% – 78%
C	77% – 72%
C-	71% – 70%
D+	69% – 68%
D	67% - 62%
D -	61% - 60%
F	59% - Below

Late Assignments

You may earn half credit for late assignments that have been turned in within a week of their due date. All assignments more than one week late will be zeros.

Career Information

MN Program of Study	
Career Field	Arts, Communications and Information Systems
Career Cluster	Arts, Audio/Video Technology and Communications
Career Pathway	Visual Arts and Printing Technology
Occupations Requiring Less than Baccalaureate Degree ● Wedding Photographer ● Printmaker/Screen Printer ● Prop Design ● Courtroom artist ● Tattoo Artist ● Mural Artist ● Art Supplies Retailer ● Book Illustrator	Occupations Requiring Baccalaureate Degree ● Industrial Designer ● Toy Designer ● Food Product Designer ● Animator ● Web Designer ● Architect ● Landscape Architect ● Playground/Theme Park/Sports Arena Designer ● Magazine Layout Designer ● Advertisement Designer ● Package Designer
Career Outlook information available @ www.iseek.org/careers	

College Credit Opportunities

Articulated college credit will be given to students who earn a “B” or better grade in this course.

The Graphic Communications program has articulation agreements with:

- Central Lakes College
- Dakota County Technical College
- Dunwoody College of Technology
- Hennepin Technical College
- Ridgewater College
- Riverland Community College
- Rochester Community & Technical College
- South Central College – North Mankato

Visit the following website for specific articulated college course information - www.ctecreditmn.com

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