

## **15. Graphic and Printing Communication – 1300-1399**

This subject area encompasses courses that concern knowledge and skills useful in the printing industry and in graphic communication occupations, including commercial art and design, graphic techniques, commercial photography, and printing technology.

1300 Communication Exploration - Course surveys an array of topics employing graphic and technical communication, exposing students to various methods of communication such as drafting, photography, graphic arts/printing, commercial art, telecommunications, and electronic and computer aided communication. These courses may serve as a basic introduction to the methods, tools, and techniques of these areas.

1301 Graphic Communication Exploration - Course surveys a range of topics using graphic communication, exposing students to many types of printing, design, and advertising career opportunities in various industries. Techniques of various communications fields may be presented, including printing, drafting, and commercial art. These courses may serve as a basic introduction to graphic communication tools and techniques.

1311 Printing Careers Exploration - Course exposes students to the methods and tools of the industries using graphic arts and printing techniques. Opportunities and careers in the printing, newspaper, publishing and allied industries are explored as various topics related to the printing process are covered.

1313 Graphic Arts/Printing - Course exposes students to the various tools and techniques used in the printing industry. Topics typically include (but are not limited to) design, layout, paste up, process photography, stripping, plate making, lithography, offset press operation, and bindery. Graphics Arts/Printing courses may also include other components, such as lettering, computer graphics, or desktop publishing.

1323 Commercial Art - Course provides students with the opportunity to explore the use of art and design in specific industries and in business as a whole. Topics, skills, and techniques covered and refined include (but are not limited to) drawing with various media, reproduction, lettering and typography, layout and paste up, perspective drawing, illustration, and design principles. A wide range of applications may be used, including books, brochures, packages, and school publications. The courses may also include photography, silkscreen, and airbrush techniques.

1333 Commercial Photography - Course provides students with the opportunity to explore the application of photography in commercial enterprises and industry. Topics may include (but are not limited to) photographic techniques, composition, printmaking, and finishing.

1395 Graphic and Printing Communication - Related Subjects - Course offers instruction in related topics that are necessary or helpful in graphic communication, commercial arts or printing occupations; such topics may include mathematics, science, drafting, design, and so on.

1397 Graphic and Printing Communication - OJT - Course provides work experience within the graphic communication, commercial arts or printing fields. Although the student, teacher, and employer may set goals cooperatively, classroom attendance/experience is not an integral

part of the Graphic Communication-OJT experience.

1398 Graphic Communication-Co-Op - Course provides work experience in the graphic communication, commercial arts or printing fields, and are supported by classroom attendance and discussion. Goals are set for the employment period; classroom experience may involve further study in the field, improvement of employability skills, or discussion regarding the experiences and problems encountered on the job.

1399 Graphic and Printing Communication - Other