8473

APPLIED PRINT
MEDIA (12D)

40S/40E/40M

A Print Media Course

8473: Applied Print Media (12D) 40S/40E/40M

Course Description

This course is intended for students specializing in print media.

Curriculum content provides for an overview of the print production process and independent application of that process in print media. Topics include the following:

- managing print jobs
- communicating with clients
- synthesizing skills required to complete print jobs
- skills needed to succeed in the print industry
- diagnosing print production issues
- professional attitudes towards craftsmanship
- print media portfolio

Students in the course will independently apply essential skills related to safety and employability. They will continue to develop their knowledge, skills, and attitudes in the areas of career development, sustainability, and new and emerging technologies in print production.

Cross-curricular learning outcomes, which include essential print media math, the science of print media, and the interpretation of print media documents, are to be integrated into the authentic activities of the course.

The learning outcomes are organized by Technology Fundamentals (F), Technology Skills (S), and Professional Practice (P) strands. For instructional purposes, the sequence of outcomes and the outcomes included in each unit of study can vary based on the projects within the course.

Goal 1: Demonstrate ability to apply the creative process to develop a professional **design** for print.

GLO 1.1: Identify the **design problem**.

SLO 12D.F.1.1.1	Initiate a dialogue with the client or teacher in order to identify the design problem.
SLO 12D.S.1.1.1	Work with the client or teacher to identify the design solution by synthesizing appropriate print media design skills and knowledge.

GLO 1.2: Research the **factors that influence design**.

SLO 12D.S.1.2.1   Research design, print production, and post-press processes in order to solve a given design problem.

GLO 1.3: Recognize and apply the **elements and principles of design**.

SLO 12D.S.1.3.1   Independently produce a comprehensive mock-up or dummy that is ready to be reviewed and approved by the client.

GLO 1.4: Conceptualize the design solution.

No applicable SLOs.

GLO 1.5: Communicate the design solution.

SLO 12D.S.1.5.1   Preside over the production meeting with the client in order to receive feedback and implement the design solution.

GLO 1.6: Describe and apply **appropriate technology** to achieve the design solution.

SLO 12D.S.1.6.1   Independently apply trapping, when required, in order to achieve the design solution.

Goal 2: Describe and apply **graphic print production processes**.

GLO 2.1: Describe and apply appropriate **pre-press techniques**.

SLO 12D.S.2.1.1   Independently initiate, troubleshoot, and complete the appropriate pre-press techniques in order to prepare for print production.

GLO 2.2: Describe and apply commonly used **print production methods**.

SLO 12D.S.2.2.1   Complete print dockets or workflow files.

SLO 12D.S.2.2.2   Independently initiate, troubleshoot, and complete the appropriate print production techniques required to complete the print docket.

GLO 2.3: Describe and apply **post-press methods**.

SLO 12D.F.2.3.1   Describe the post-press operations (e.g., making perforations, punching, collating, trimming, binding, covering, scoring, gluing, padding, varnishing, laminating, foiling, embossing, folding, and die cutting).

SLO 12D.F.2.3.2	Describe steps in binding and finishing printed material (e.g., stitching, spiral binding, glue binding, plastic coil, metal coil, comb binding, and perfect binding).
SLO 12D.F.2.3.3	Describe problems associated with post-press operations and the appropriate quality control procedures.
SLO 12D.S.2.3.1	Independently initiate, troubleshoot, and complete the appropriate post-press techniques required to complete the print docket.
SLO 12D.S.2.3.2	Prepare completed jobs for delivery according to print media industry standards.

Goal 3: Operate and maintain the **tools and equipment** used in the print production industry.

GLO 3.1: Operate computer **hardware and software**.

SLO 12D.F.3.1.1	Identify routine maintenance on computer hardware.
SLO 12D.S.3.1.1	Independently initiate, troubleshoot, and complete the appropriate print production techniques required to complete the print docket.
SLO 12D.S.3.1.2	Perform routine maintenance on computer hardware.
SLO 12D.S.3.1.3	Organize computer files so that they are properly labelled and stored.

GLO 3.2: Operate and maintain **print production tools and equipment**.

SLO 12D.S.3.2.1	Initiate the clean-up of the work area, tools, and equipment.

GLO 3.3: Operate and maintain **post-press tools and equipment**.

SLO 12D.S.3.3.1	Initiate the operation and maintenance of post-press tools and equipment.
SLO 12D.S.3.3.2	Independently initiate and complete the appropriate maintenance of post-press tools and equipment, and troubleshoot problems.

GLO 3.4: Handle and store print production materials.

SLO 12D.S.3.4.1	Initiate the appropriate handling and storing of print production materials.

Goal 4: Describe and apply the transferable **cross-curricular** (e.g., math, literacy, and scientific) knowledge and skills as they apply to the print industries.

GLO 4.1: Apply **mathematical solutions** to design production problems (e.g., conversion, measurement, estimation, and accuracy).

SLO 12D.S.4.1.1 Perform calculations (i.e., addition, subtraction, multiplication, and division of whole and decimal numbers and fractions).

SLO 12D.S.4.1.2 Apply measurement required for design, pre-press, print, and post-press production.

GLO 4.2: Read, write, interpret, and communicate information related to the design and print process (e.g., proofreading, visual, and/or written communication).

SLO 12D.S.4.2.1 Interpret work-related materials related to the design procedure, pre-press, print, and post-press production processes (e.g., specifications, teacher instructions, and dockets).

SLO 12D.S.4.2.2 Write specifications to produce instructions for the design procedure, pre-press, and print production processes.

SLO 12D.S.4.2.3 Read and extract information from materials on topics related to the design procedure, pre-press, print, and post-press production processes.

SLO 12D.S.4.2.4 Write for specific target audiences and purpose (e.g., ad copy, articles, memos, resumé, cover letter, and portfolio).

SLO 12D.S.4.2.5 Apply proper spelling, grammar, and punctuation to written work.

GLO 4.3: Describe the **physical properties of materials** used in the print production process and factors in the physical environment (e.g., conductivity, pH, and viscosity).

SLO 12D.S.4.3.1 Evaluate the physical properties of different materials used in print production in order to select the most suitable materials to complete the print job.

Goal 5: Consider the impact of **sustainability** as it pertains to the print industry.

GLO 5.1: Appreciate the implications of the printing process on the **environment**.

SLO 12D.S.5.1.1   Initiate appropriate sustainability practices for all processes and materials used in the print job.

GLO 5.2: Describe the interaction between society and the print industry and its impact on **sustainability**.

SLO 12D.S.5.2.1   Initiate the discussion of options when confronted with content that is potentially harmful to human health and well-being, including physical and emotional health.

GLO 5.3: Recognize the **economic benefits of sustainable practices** in the print industry.

SLO 12D.S.5.3.1   Initiate the discussion of specific economic benefits of sustainable practices in the print job.

Goal 6: Explain the **evolution, technological progression, and emerging trends** in the print industry.

GLO 6.1: Appreciate the **historical significance, social impact, and continuing evolution** and development of the print industry (e.g., the evolution and progression of design styles and approaches).

SLO 12D.S.6.1.1   Demonstrate the influence of the historical significance, social impact, or continuing evolution of the print industry within a print job.

GLO 6.2: Demonstrate an awareness of the **evolution and progression of design styles and approaches**.

No applicable SLOs.

GLO 6.3: Demonstrate awareness of the continuing **evolution of the print industry,** as well as its **emerging trends and future technologies**.

No applicable SLOs.

Goal 7: Demonstrate knowledge of appropriate **health and safety** practices and the ability to recognize and apply them to maintain a safe workplace.

GLO 7.1: Describe and apply **health and safety rights, responsibilities, and procedures**.

SLO 12D.P.7.1.1   Initiate health and safety procedures that are required during the span of a print job.

GLO 7.2: Describe and follow **health and safety laws and regulations** as they relate to graphic print production.

SLO 12D.P.7.2.1   Initiate the practice of appropriate health and safety laws and regulations that are required during a print job.

Goal 8: Describe and follow the **ethical and legal standards** in the print industry.

GLO 8.1: Describe and follow current legal responsibilities and requirements when accessing **intellectual property** (e.g., copyright, trademarks).

SLO 12D.P.8.1.1   Initiate the application of current legal responsibilities and requirements when accessing intellectual property during a print job.

GLO 8.2: Describe and follow **ethical trade practices**.

SLO 12D.P.8.2.1   Initiate the application of ethical trade practices during a print job.

Goal 9: Demonstrate **employability skills** required in the graphic design and print industries.

GLO 9.1: Demonstrate **fundamental employability skills**.

SLO 12D.P.9.1.1   Arrive to the work station on time and ready to work.

SLO 12D.P.9.1.2   Consider how employability skills can be transferred among school, work, and daily life.

SLO 12D.P.9.1.3   Communicate using the language of the trade area.

SLO 12D.P.9.1.4   Share information through written and oral communication.

SLO 12D.P.9.1.5   Understand and appreciate the points of view of others.

SLO 12D.P.9.1.6   Access, analyze, and apply information resources to solve trade area problems.

| SLO 12D.P.9.1.7 | Analyze and evaluate problems and recommend creative and innovative solutions. |
| SLO 12D.P.9.1.8 | Implement solution and assess for effectiveness. |

GLO 9.2: Demonstrate **personal management skills**.

SLO 12D.P.9.2.1	Interact with people, problems, and situations with honesty, integrity, and personal ethics.
SLO 12D.P.9.2.2	Demonstrate interest, initiative, and effort.
SLO 12D.P.9.2.3	Plan and manage time to complete tasks/projects within stated deadlines.
SLO 12D.P.9.2.4	Demonstrate responsibility and leadership by being accountable for your actions and those of your group.
SLO 12D.P.9.2.5	Adapt to change and compromise in new situations and suggest alternative ways to achieve complete tasks/projects.
SLO 12D.P.9.2.6	Demonstrate the willingness to continuously learn and teach, mentor, or coach others.
SLO 12D.P.9.2.7	Develop a personal learning plan.

GLO 9.3: Demonstrate **teamwork skills**.

SLO 12D.P.9.3.1	Recognize and respect people's diversity, individual differences, and perspectives when working in a group.
SLO 12D.P.9.3.2	Lead or support a group, when appropriate, to achieve the goals of the group.
SLO 12D.P.9.3.3	Provide contributions to the group and work within its dynamics to achieve a goal.
SLO 12D.P.9.3.4	Independently plan, design, or carry out a project or task from start to finish, monitoring for agreed-upon work standards along the way.
SLO 12D.P.9.3.5	Readily provide assistance to other students and teachers to complete a task/project.

Goal 10: Describe **career opportunities** in the print production industry.

GLO 10.1: Demonstrate awareness of **employment and post-secondary opportunities** related to print production.

| SLO 12D.P.10.1.1 | Describe a variety of career opportunities in print production, as well as the education and training required. |
| SLO 12D.P.10.1.2 | Complete a Print Media Career Portfolio that demonstrates their achievement of some outcomes in *Print Media*. |