

Capital Area Career Center: Graphic Arts Program Structure

Graphic Arts is a two-year program, which meets for 36 weeks per year, five days per week, 2 -1/2 hours per day and offers three to four units of high school credit per year. Upon successful completion of the two-year program, students will have 900 hours of training in Graphic Arts.

GRAPHIC ARTS CURRICULUM

The curriculum for Graphic Arts has been developed with considerable assistance and approval from the Citizen Advisory Committee, which is composed of individuals representing various professions in the graphic arts industries within the Springfield area.

Graphic Arts is a modern term for the skills and technology used in materials which convey a message. Examples are visuals, books, magazines, catalogs, newspapers, Web pages, illustrations, photographs, brochures, pamphlets, direct mail, stationery, greeting cards, invitations, maps, coupons, tickets, forms, checks, currency, stamps, tags, labels, bumper stickers, decals, nameplates, signs, billboards, posters, displays, banners, sports apparel, packages, fine art prints, promotional products, calendars, vehicles and others.

During the first year, students are introduced to the various processes required in producing graphic visuals and will study the following topics:

- Overview of Graphic Design – 25 hours
 - Learning the purpose of Graphic Design and Advertising
 - Learning the job of a Graphic Designer
 - Learning the design procedure
 - Learning the critique process
- Overview of Macintosh environment and applications to be used throughout the course – 210 hours
 - QuarkXPress
 - Adobe Illustrator
 - Adobe Photoshop
 - Adobe InDesign
- Fundamentals of Graphic Design – 25 hours
 - Understanding and using formal elements
 - Understanding and using the principles of design
 - Understanding and using positive and negative space
 - Learning good paper choices
- Typography – 25 hours
 - Learning the different styles of type
 - Learning type terminology
 - Learning how to use type in graphic design
- Color Theory – 25 hours
 - Color perception and meaning
 - Understanding the color wheel

- Understanding the proper color mode
- Logo Design – 25 hours
 - Understanding and designing logos
 - Learning how to design a symbol
 - Learning how to combine type with a symbol
 - Using a logo in graphic design for corporate identity
- Digital Photography – 25 hours
 - Understanding the digital camera
 - Learning and understanding lighting situations
 - Learning and understanding proper composition
 - Learning and understanding of the uploading of photos to computer
 - Learning and understanding of digital enhancement of photos
- Process photography – 12.5 hours
 - Learning how to prepare camera-ready artwork,
 - Understanding of darkroom chemicals
 - Understanding exposure of line negatives
 - Learning and understanding the developing process of a line negative
- Stripping – 12.5 hours
 - Learning and understanding the layout of a masking sheet
 - Masking multiple negatives
 - Learning how to correct imperfections in the film
- Platemaking – 12.5 hours
 - Learning pin registration
 - Understanding exposure of a plate
 - Learning and understanding the developing process of a printing plate
- Offset Printing and Bindery – 25 hours
 - Overview of the history of printing
 - Learning and understanding the printing process
 - Learning and understanding the printing press
 - Learning the folding process
 - Learning the cutting process
 - Learning the binding processes
- HTML & Web site design – 25 hours
 - Understanding HTML Source Code
 - Understanding Web safe colors
 - Understanding layout and design
 - Understanding publishing a Web site

Second year students may select one or more major areas of concentration for further skill development and specialization. A total of 8 major projects are due every quarter. The following is a list of projects that students may work on throughout their second year (450 hours of total class time):

- Invitation design and layout
- CD, DVD design and layout
- Packaging design and layout
- Logo Design

- Brochure Design and Layout
- Poster Design and Layout
- School Web site design and maintenance (www.capital.tec.il.us)
- Printing press operator
- Vinyl sign machine operator
- Outside design and print jobs for the community
- Senior Project – fulfilling a final project that reaches out to the community.