

Printing/Publishing (2015): Grades 9, 10, 11, 12, Higher Education

Adopted 2015

Analyze and explain the foundations in visual communication as related to current industry standards and trends. COPP.01

- 01. Understand the principles and elements of art and design.** COPP.01.01
 - a. Explore line, shape, form, color, texture, balance, unity, variety, emphasis, movement and proportion as related to visual communication. COPP.01.01.A
 - b. Understand and analyze principles of color theory: color schemes, relationships and symbolism. COPP.01.01.B
 - c. Utilize layout and typography design principles. COPP.01.01.C
 - d. Create multiple solutions to problems by applying principles and elements in the production of visual designs. COPP.01.01.D
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02. Use available tools and techniques. COPP.01.02

- a. Identify industry related tools and equipment. COPP.01.02.A
 - b. Utilize a variety of tools and techniques in traditional and experimental ways. COPP.01.02.B
 - c. Employ digital literacy skills. COPP.01.02.C
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03. Apply historical and cultural context as related to visual communication. COPP.01.03

- a. Investigate communication throughout historical and cultural contexts, intents and meanings. COPP.01.03.A
 - b. Evaluate and analyze historical styles in relationship to contemporary trends. COPP.01.03.B
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Understand and demonstrate technology and process related to printing and publishing. COPP.02

01. Demonstrate the planning process. COPP.02.01

- a. Implement design cycle. COPP.02.01.A
- b. Apply tools and skills to plan workflow (i.e. time management, business cycle, pricing.) COPP.02.01.B
- c. Investigate to gather information necessary for decision making. COPP.02.01.C
- d. Employ ongoing reflective strategies during the design process. COPP.02.01.D

02. Apply project implementation. COPP.02.02

- a. Demonstrate competency in traditional and new art media to apply appropriate technology for the expression of ideas. COPP.02.02.A
- b. Follow design cycle to create projects. COPP.02.02.B
- c. Assess the usage of elements and principles in the design. COPP.02.02.C
- d. Decide appropriate presentation materials. COPP.02.02.D
- e. Prepare artwork for print production. COPP.02.02.E
- f. Utilize traditional, digital and emerging technologies to publish work. COPP.02.02.F

03. Understand and apply finalization techniques. COPP.02.03

- a. Finalize printed materials for presentation (i.e. binding, finishing). COPP.02.03.A
- b. Archive artworks for portfolio. COPP.02.03.B

Know and understand the scope of career opportunities and qualifications in the Printing/Publishing industry to build an understanding of career opportunities and options. COPP.03

01. Investigate career opportunities. COPP.03.01

- a. Identify possible career options. COPP.03.01.A
- b. Compare and contrast current careers. COPP.03.01.B
- c. Identify the training and qualifications necessary for career pathways. COPP.03.01.C
- d. Evaluate future occupational outlooks. COPP.03.01.D
- e. Develop personal career plan. COPP.03.01.E

02. Cultivate necessary workplace skills. COPP.03.02

- a. Identify and demonstrate positive work behaviors and personal qualities necessary for the current workforce (i.e., Critical Thinking, Information Literacy, Collaboration, Self Direction, Invention. COPP.03.02.A