

Print Media I

Level 2: Student may have explored previously; first pathway specific course
Pathway(s): Digital Media & Communication

Description

Students demonstrate their understanding of a variety of programs and occupations in print media using digital tools that are widely available in professional publication work. Focus is on producing content for reader-oriented publications. Instruction will be paired with hands-on lab experiences in community reporting, both verbal and visual.

Student Learning Outcomes

Career and Postsecondary Opportunities

- 1) Identify various careers within the print media industry.
 - a. Recognize the work typically performed, tools and technology used, and nature of work environments.
 - b. Identify potential certifications within the careers.
 - c. Find membership organizations associated with the careers.
 - d. Understand the necessary education associated within the careers.
 - e. Investigate postsecondary opportunities for meeting education requirements for these careers.
- 2) Identify and practice safe work habits including the use of Personal Protective Equipment (PPE), as necessary.
- 3) Demonstrate the proper use of print media equipment and supplies.
- 4) Demonstrate an awareness of safety protocol in print shops, etc.

Print Media Fundamentals

- 5) Use principles of industry appropriate design for desktop publishing
- 6) Use typographical elements in designing a page
- 7) Create a template
- 8) Work with text and graphics to enhance the story
- 9) Recognize popular typeface
- 10) Scan photos and perform basic photo editing
- 11) Create charts and graphs
- 12) Develop an index and table of contents
- 13) Change publication and application defaults
- 14) Create a print media publication