

COMPUTER/PRESS SKILLS & ABILITIES

1 Color Letterhead or Notepad or Business Card Project

Objective: To design using the appropriate programs and run a 1 color 8.5" by 11" letterhead, 3.5"x2" business card, or notepads utilizing the computer to plate (CTP) system, which includes the macintosh computer for design and the IBM RIP station (raster image processor) to send the design to the DPM (Digital Plate Maker) where a polyester plate will be lasered and developed.

1. Sign onto a computer.
2. Create a new folder on the Graphic Arts 1 server > your period> your name and call it "(your name and LH or BC or NP)"
3. **For a Letterhead:**
Open up Adobe InDesign, go under FILE > NEW > PROJECT> make sure the dimensions are 8.5x11 portrait, the margins are set for .25 inches and click OK. File>Save As and name it (insert your name LH).indd. Make sure you save it on the Graphic Arts 1 server in the appropriate folder.

For a Notepad:

Open up Adobe InDesign, go under FILE > NEW > PROJECT> make sure the dimensions are 8.5x11 portrait, the margins are set for .25 inches and 2 columns, with the gutter width of .50 inches, and click OK. File>Save As and name it (insert your name NP).indd. Make sure you save it on the Graphic Arts 1 server in the appropriate folder. Depending on if you are doing 2 long notepads or 4 short notepads, you need to drag the ruler guideline down to 5.25". Then you are dragging another to 5.75". Make sure you keep your design inside of the guides.

For a Business Card:

Open up Adobe InDesign, go under FILE > NEW > PROJECT> make sure the dimensions are 7"x10" portrait, the margins are set for .125 inches and 2 columns, with the gutter width of .25 inches, and click OK. File>Save As and name it (insert your name BC).indd. Make sure you save it on the Graphic Arts 1 server in the appropriate folder. All business cards are the same size, 3.5" x 2". So you need to drag the ruler guideline down to 1.875". Make sure you keep your design inside of the guides. After designing print it out to show the instructor. If approved, you need to duplicate your design. Select all (command A), go under Object > Transform > Move. You will duplicate horizontal first, 3.5". Then select all, and duplicate vertically, 2". Using the Item Tool and holding down the shift key, select all the components of your business card.

5. Save all pictures/photos you want to use on the Graphic Arts 1 server in the appropriate folder
6. You can add any clipart or photos to your project. Use schools.clipart.com to find graphics you would like to use. All colored artwork needs to be converted to continuous tone or line art. Remember, if it is a raster file, download the jpeg. Then open it up in Adobe Photoshop, go under Image > Mode > Grayscale. If it is a vector file, download the eps. Then open it up in Adobe Illustrator, select all, go under Edit > Edit Colors > Convert to Grayscale.

COMPUTER/PRESS SKILLS & ABILITIES

7. Once your images are saved in the correct format, you can place the artwork into a picture box in Adobe Indesign. To fit your image to the box, in the control panel, (just right of FX), click on the box 'fit content proportionally'.
8. Then using the Text tool create a text box and type your information in. To see all typefaces, click Command + T on the keyboard and the Character Palette will show up.
9. Make sure you have everything on the project that you need according to the rubric. CHECK YOUR SPELLING (Apple/Command + I). Once you finish with your design, print it out and have the instructor approve the design.
10. Once it is approved, follow the instructions on outputting to the DPM. If you are outputting the Letterhead or Notepad, you do not need crop marks. Only the business cards need crop marks.
- 11. Have fun, explore the options and features! Try to figure it out on your own, if you have trouble ask another classmate for assistance. If you still having difficulties, ask the teacher for assistance.**

Create a PDF

At the end of the year you will create an electronic portfolio. So you need to save all files as Adobe PDFs to put into your portfolio. PDF stands for portable document format. It allows documents to be read on any platform, mac or pc.

- Go under **File>Export**.
- Under the **Adobe PDF Preset**, pull it down to **High Quality Print**. This allows you to save the document as high quality in case you want to print it out in the future.
- Save it on the Graphic Arts 1 Server in your folder, under the Electronic Portfolio folder.
- Then turn in All of Assignment with your perfectly printed notepads/letterhead/business card with your graded rubric on the teachers front table.

DPM Letterhead or Business Card or Notepad

To run a 1 color 8.5"x11" Letterhead or business card or notepad utilizing the computer to plate (CTP) system, which includes the macintosh computer for design and the IBM RIP station (raster image processor) to send the design to the DPM (Digital Plate Maker) where a polyester plate will be lasered and developed.

1. Follow the instructions on the 1 Color Letterhead or Business Card or Notepad sheet. Before outputting you must get your design approved by the instructor.
2. Once your design is approved, go to Print and select the proper press Hamada Mono which means 1 color on the Hamada press. Hamada Spot would be a 2 color job. **(IF YOU ARE PRINTING BUSINESS CARDS, YOU MUST PRINT WITH TRIM MARKS SO YOU CAN CUT IT, WHEN YOU GO UNDER FILE > PRINT, SELECT MARKS IN THE BOX TO THE LEFT, CLICK TRIM MARKS)** We will only run this job in 1 color. If Hamada Mono is not a choice, re-start computer. Make sure the job is set up like the screens below. Once it is all correct, click on the print button.
3. Go ahead and "print". This time our file will be set to the RIP station. Be sure your file has a title so you can recognize it at the RIP station.
4. Make your way to the RIP computer and see if your file is in the "Active Queue".
5. Once you have found your file. Highlight it and select ROAM (the image will be too late), so select "reduced roam". Scroll through your file to make sure all elements of your file are present.
6. Drag your file to the "top" of the active queue.
7. Uncheck the output until the DPM start to laser our plate. (the picture on the screen will show a gray shade moving downward). When you know it has been sent to the DPM, recheck the output box or all the files in the active queue will print plates.
8. Once your plate finishes, go to the "Held queue" and delete your file.
9. Cut your plate to 11 - 3/4" from the lead edge on the left side (procedure will be demonstrated), punch it and take your plate to the class folder at the press.
10. Follow the proper press procedures to run 100 sheets of letterhead, 50 sheets for Notepad, and 25 sheets for a business card. Pick whatever color paper you like and you may use black color ink. Make sure to add make ready. Use text paper for the letterhead and notepad, and cover paper for the business card. Be sure to check line up against your hard proof.
11. Let the project dry for 24 hours.
12. Once your project is done, finish/bind and shrink wrap it. For the letterhead put 2 pieces of chip board under it, shrink wrap it and turn it into the instructor with the rubric. For the notepad, you need to put one piece of chip board, cut it, glue it three times, shrink wrap it and turn it into the instructor with the rubric. For the business cards they need to be cut to the right size, shrink wrap it and turn it into the instructor with the rubric.

Name: _____

Letterhead, Notepad, or Business Card Project Rubric

You will be graded on the following standards:

Objectives	Exemplary 20-25	Needs Minor Revisions 15-19	Needs Substantial Revisions 0-14	Score
Layout and Design	Very creative; uses typography, the typeface works well with the graphics, has at least two different notepad designs that include type and artwork.	Creative; different typeface, a simple graphic, and one notepad design that include type and artwork.	Not creative; just basic typeface, no graphics	
Digital Plate Maker (DPM)	Correctly print plate, trim the plate and hole punch the plate	Had trouble with one of the following: print plate, trim the plate and hole punch the plate.	Had trouble with more than one of the following: print plate, trim the plate and hole punch the plate.	
Printing	Correctly setup the printer and use the right amount of ink for the notepads	Had trouble with one of the following: setup the printer or use the right amount of ink for the notepads.	Had trouble with the setup of the printer and the use of the right amount of ink for the notepads	
Finishing and Bindery	Correctly cut the notepads, setup the glue station and glued the notepads. All sides are evenly lined up.	Has some of the following: trimming the notepads, setup the glue station and/or glueing the notepads	Had trouble with more than one of the following: trimming the notepads, setup the glue station and/or glueing the notepads	
	Exemplary 3	Needs Minor Revisions 2	Needs Substantial Revisions 1	Score
Elements & Principles of Design	Demonstrate mastery of all of the following: elements and principles of design, pleasing to the eye.	Demonstrate mastery of some of the following: elements and principles of design, somewhat pleasing to the eye.	Demonstrate mastery of none of the following: elements and principles of design, not pleasing to the eye.	
Typography	Demonstrate mastery of all of the following: type attributes, type alignments, paragraph formatting. All fonts are readable and legible.	Demonstrate mastery of some of the following: type attributes, type alignments, paragraph formatting. Some fonts are readable and legible.	Demonstrate mastery of none of the following: type attributes, type alignments, paragraph formatting. No fonts are readable and legible.	
Professional Software	Demonstrate mastery of all of the following: illustration software, photo editing software, page composition software.	Demonstrate mastery of some of the following: illustration software, photo editing software, page composition software.	Demonstrate mastery of none of the following: illustration software, photo editing software, page composition software.	
Copyright	Demonstrate knowledge of copyright, ethics, and intellectual property rights. All graphics and images are royalty free. (not copyrighted)	Demonstrate some knowledge of copyright, ethics, and intellectual property rights. Some graphics and images are royalty free. (not copyrighted)	Demonstrate no knowledge of copyright, ethics, and intellectual property rights. No graphics and images are royalty free. (not copyrighted)	
Image Editing	Demonstrate mastery of all of the following: Correctly download from a clipart website or CD and scale a digital image at the correct resolution.	Demonstrate mastery of some of the following: Correctly download from a clipart website or CD and scale a digital image at the correct resolution.	Demonstrate mastery of none of the following: Correctly download from a clipart website or CD and scale a digital image at the correct resolution.	
Digital Printing	Demonstrate mastery of all of the following: Correctly output the file to the correct digital printer.	Demonstrate mastery of some of the following: Correctly output the file to the correct digital printer.	Demonstrate mastery of none of the following: Correctly output the file to the correct digital printer.	
File Saving, Storage, Preflighting, and PDFs	Demonstrate mastery of all of the following: Correctly named and saved the final project in its native format and as a high resolution PDF in the correct location.	Demonstrate mastery of some of the following: Correctly named and saved the final project in its native format and as a high resolution PDF in the correct location.	Demonstrate mastery of none of the following: Correctly named and saved the final project in its native format and as a high resolution PDF in the correct location.	
Grammar and Proofreading	Demonstrate mastery of all of the following: keyboard typing proficiency; use of digital dictionary; spell checker; automatic hyphenation, and keyboard shortcuts. No errors.	Demonstrate mastery of none of the following: keyboard typing proficiency; use of digital dictionary; spell checker; automatic hyphenation, and keyboard shortcuts. Some errors. (one to two)	Demonstrate mastery of none of the following: keyboard typing proficiency; use of digital dictionary; spell checker; automatic hyphenation, and keyboard shortcuts. Many errors. (three or more)	
Consistently	145 - 164		Total Points	
Sometimes	125 -144			
Not Yet/Rarely	124 or less			

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	
Work Habits				
Managing Time Wisely	Student uses time given to meet classroom objectives/ expectations	When prompted the student uses time given to meet classroom objectives/ expectations	Takes much effort on the part of the teacher to motivate student to use time given to meet classroom objectives/ expectations	
Giving Effort	When given a task or assignment, the student puts forth effort to follow directions, work neatly, and works to the best of their ability	When prompted the student puts forth effort to follow directions, work neatly, and works to the best of their ability	Takes much effort on the part of the teacher to motivate student to put forth effort to follow directions, to work neatly, Teacher may have to ask student. Work not completed and needs to revise.	
Perseverance	The student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	With prompting, student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	Takes much effort on the part of the teacher for the student to utilize their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	
Respect				
Respecting Others	Student respects the right of others to learn, teach, and grow.	Student has displayed actions that show signs of disrespect to others	Student has been disrespectful often or does not appear remorseful when authority figure has talked to student about their disrespect.	
Managing Behaviors and Emotions	Student identifies and manages behaviors and emotions	Student sometimes has trouble identifying and managing behaviors and emotions	Student often has trouble identifying and managing behaviors and emotions	
Responsibility				
Following Directions	When given class expectations (written and /or oral) the student follows directions	When given class expectations (written and /or oral) the student follows directions most of the time without re-teaching or redirecting.	Student does not follow directions or needs re-teaching often.	
Completing Tasks on Time	When provided a task or assignment, the student completes work on time.	When provided a task or assignment, the student does NOT complete work on time.	Student turns in many assignments late or not at all.	
Supplies	Student brings necessary materials to class and utilizes them all supplies appropriately while keeping their work area neat and organized.	Student does not always bring necessary materials to class and/or does not always utilize all supplies appropriately while keeping their work area neat and organized or is messy but cleans up area.	Student does not brings necessary materials to class or does not utilizes all supplies appropriately while keeping their work area neat and organized. Examples : Student needs duplicates of materials frequently, borrows things without returning them	
Attendance	Student regularly attends class for duration of class.	Student regularly attends class but may ask to leave class several times for the following reasons but limited to: restroom, counselor, office visit, etc.,.	Student is absent often and makes little attempt to make up work or come in extra to catch up.	
Consistently	19 - 27		Total Points	
Sometimes	10 - 18			
Not Yet/Rarely	9 or less			