

COMPUTER/PRESS SKILLS & ABILITIES

Career Exploration Project

For this project you will be designing an infographic for a career from the Arts, A/V Technology and Communication career cluster.

What is an infographic? A representation of information in a graphic format designed to make a complex concept or data easily understandable at a glance. People use infographics to quickly communicate a message to:

- Simplify the presentation of large amounts of information
- See data patterns and relationships
- Monitor changes in variables over time

What must my printed item include? An engaging design An infographic that conveys complex information quickly A reference to your information source: link to website, mobile app, or other.

1. Sign onto a computer, open up safari and go to www.careercruising.com
username: mattoon
password: greenwave
2. Go to **CAREERS** on the top tab, click on **16 Career Clusters** and search for a career under **Arts, A/V, Technology & Communications** click on the **Pathways or Related Careers** and choose the one you would like to explore.
3. You are going to find out as much as you can about the Career and create a project to give the information related to the career. **SEE THE RUBRIC FOR WHAT INFORMATION YOU NEED.**
4. You may use whichever Adobe program you feel comfortable designing in. The dimensions will be different depending on what project you would like to do. **MAKE SURE YOU ADD A 1/4" MARGIN ALL THE WAY AROUND YOUR DOCUMENT, WHICH EVER ONE YOU DO.**
18" x 24" or 24" x 18"

ALL GRAPHICS MUST BE ROYALTY FREE, THAT MEANS NO COPYRIGHT.

5. File>Save As and name it (insert your name)'s Career Exploration.indd. Make sure you save it onto your folder on the server. Also, make sure you save it as a high quality Adobe PDF for your Electronic Portfolio.
6. If you need to print it off, make sure you fit to page and print it out on the ColorQube 8570 with trim marks.
7. When you are done, turn in your project with your rubric.

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Career Exploration Project Rubric

Student Name _____ Date _____

Objectives	Exemplary 3	Needs Minor Revisions 2	Needs Substantial Revisions 1	Score
Design Process	Demonstrate mastery of all of the following: six step process, brainstorming techniques, design rationale, thumbnail sketches, color, effects of light and distance on color, CMYK, color perceptions, color harmonies	Demonstrate mastery of some of the following: six step process, brainstorming techniques, design rationale, thumbnail sketches, color, effects of light and distance on color, CMYK, color perceptions, color harmonies	Demonstrate mastery of none of the following: six step process, brainstorming techniques, design rationale, thumbnail sketches, color, effects of light and distance on color, CMYK, color perceptions, color harmonies	
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, pleasing to the eye.	Demonstrate mastery of none of the following: elements and principles of design, pleasing to the eye.	
Typography	Demonstrate mastery of all of the following: type attributes, type alignments, paragraph formatting, readability	Demonstrate mastery of some of the following: type attributes, type alignments, paragraph formatting, readability	Demonstrate mastery of none of the following: type attributes, type alignments, paragraph formatting, readability	
Professional Software	Demonstrate mastery of all of the following: illustration software, photo editing software.	Demonstrate mastery of some of the following: illustration software, photo editing software.	Demonstrate mastery of none of the following: illustration software, photo editing software.	
Content	Contains all of the following: occupation name and description, education and training needed, lowest and highest average wage, skills and abilities necessary for the occupation. NEED TO CITE SOURCE.	Contains some of the following: occupation name and description, education and training needed, lowest and highest average wage, skills and abilities necessary for the occupation. NEED TO CITE SOURCE.	Contains none of the following: occupation name and description, education and training needed, lowest and highest average wage, skills and abilities necessary for the occupation. NEED TO CITE SOURCE.	
Preflighting and PDFs	Demonstrate mastery of all of the following: saved as a pdf for high quality printing.	Demonstrate mastery of some of the following: saved as a pdf for high quality printing.	Demonstrate mastery of none of the following: saved as a pdf for high quality printing.	
Proofreading &	No errors.	Some errors. (one to two)	Many errors. (three or more)	

Mastery	18 - 21
Acceptable	14-17
Not Acceptable	13 or less

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CODE TO RELATE TO OTHER STANDARDS

- IGC C. 38) Review professional software applications
 - a. Page Layout i.e. Adobe InDesign, QuarkXPress
 - b. Image Editing i.e. Adobe PhotoShop
 - c. Illustration i.e. Adobe Illustrator
- IGC C. 40) Create a page that includes fonts, styles, margins, indents, tabs, photographs and illustrations using professional layout software
- IGC C. 49) Identify different types of graphics
 - a. Line art
 - b. Continuous tone
 - c. Raster
 - d. Vector
- IGC C. 51) Cite examples of various file formats and their extensions: .doc;.pdf; .tif; .eps; .jpg; .bmp;.indd; .ai;.xls;.ePub
- IGC C. 52) Review minimum resolution requirements for different reproduction devices
 - a. Screen display
 - b. Print
- GD A. 1) Identify occupations that are related to graphic design
- GD A.. 2) Discuss the typical roles and responsibilities of graphic designers
- GD A.. 3) Interview an experienced graphic designer to determine
 - a. Why they chose their profession
 - b. Educational and professional training required
 - c. Types of communications used on the job, e.g. print, digital, large format, point of sale
 - d. Additional career information
 - e. Tools and software used
- GD B. 4) Describe the basic principles of design
 - a. Unity
 - b. Contrast
 - c. Proportions
 - d. Balance
 - e. Emphasis
 - f. Rhythm
- GD B. 5) Discuss the basic principles of design from an instructor specified graphic design example
 - a. Unity
 - b. Contrast
 - c. Proportions
 - d. Balance
 - e. Emphasis
 - f. Rhythm
- GD B. 6) Describe the basic elements of design
 - a. Line
 - b. Shape
 - c. Direction
 - d. Size
 - e. Texture
 - f. Value
 - g. Color
- GD B. 7) Discuss the basic elements of design from an instructor specified graphic design example
 - a. Line
 - b. Shape
 - c. Direction
 - d. Size
 - e. Texture
 - f. Value
 - g. Color
- GD B. 8) Discuss the following elements of an instructor specified graphic design concept example
 - a. Message
 - b. Color
 - c. Typography
 - d. Images
 - e. Layout
- GD B. 13) Discuss the relationship between message, color, typography, images, and layout
- GD D. 62) Demonstrate the use of appropriate page layout software for an instructor specified print or digital project
- GD E. 67) Demonstrate using an image editing software program
 - a. Scaling
 - b. Resolution
 - c. Tone control
 - d. Cropping
 - e. Color correction
- GD E. 69) Scale a raster image using the proper settings in order to maintain the appropriate resolution for print or digital media

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- GD E. 71) Select and download a digital image from a stock photography website or other media that has appropriate resolution for intended output
- GD F. 76) Discuss the uses of
- Rotated
 - Circled
 - Extended
 - Tints and fills
- GD F. 77) Use an appropriate graphics program to manipulate type (rotated, circled, extended, tints and fills)
- DFPO B. 13) Review professional Page Layout software applications
- Adobe InDesign
 - QuarkXPress
 - Microsoft Publisher
- DFPO B. 15) Demonstrate use of computer menus, shortcut keys, and panels in an instructor specified page layout software
- DFPO B. 18) Demonstrate the use of a digital dictionary and spell checker
- DFPO B. 19) Demonstrate changing type attributes using
- Font
 - Size
 - Style
 - Color
- DFPO B. 32) Create a document that includes tables
- DFPO B. 33) Explain the use of a graphic box in a page layout software
- DFPO B. 34) Explain the use of color tint fills
- DFPO C. 42) Review professional Image Editing software applications
- a. Adobe PhotoShop**
- DFPO C. 43) Demonstrate use of computer menus, shortcut keys, and panels in image editing software
- DFPO C. 44) Identify different types of graphics
- Line art
 - Vector
 - Raster
 - Continuous tone
- DFPO C. 54) Download a digital image from a stock photography web site; resize and resample according to specifications
- DFPO C. 58) Describe the use of layers, selections and channels in an image editing software program
- DFPO C. 59) Use layers, selections and channels to edit a color photograph in an image editing software program
- DFPO D. 70) Review the capabilities of professional illustration software applications
- DFPO D. 71) Demonstrate the use of computer menus, shortcut keys, and panels in illustration software
- DFPO D. 72) Describe the differences between a bitmap and a vector graphic
- DFPO D. 74) Create a vector graphic to include tints, fills, strokes, and color
- DFPO D. 75) Create a vector graphic using manipulated type
- DFPO D. 76) Convert a bitmap image to a vector
- DFPO D. 77) Edit an existing piece of vector art
- DFPO I. 139) Demonstrate outputting a file to a digital device