

TEACHER NOTES:

Read through the objectives and go over the checklist for the packet.

This unit will last 2 weeks.

CHAPTER 1 - OBJECTIVES

LEARNING OBJECTIVES

After completing the reading and assigned activities related to this chapter, students will be able to do the following:

- Ch1-1. Students can define the graphic communication industry and explain the important role of it in our technological society. Describe the markets that use printing and evaluate the use and value of different types of printing to a customer.
 - a. Direct Mail
 - b. Books
 - c. Magazines
 - d. Stationary
 - e. Packaging
- Ch1-2. Students can identify the types of businesses and organizations that comprise the Graphic Communications industry and identify the products or services they provide.
- Ch1-3. Students can describe the types of printing processes, common products they produce, and advantages/disadvantages for each process.
- Ch1-4. Students will describe cross media communications and how emerging technologies are changing the way we communicate.

CHAPTER 1 - LEARNING ACTIVITIES

PREREQUISITES:

None

LEARNING ACTIVITIES SHEET

Student Name _____

Place a checkmark in the appropriate box as you complete each of the steps below.



- 1. Read** Objective Sheet and Chapter 1 in the Graphic Communications: Digital Design and Print Essentials 6th Edition, "Overview of Graphic Communications". p.1-22.

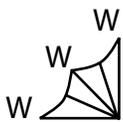
- 2. Do** Assignment Sheet 1, Industry Overview



- 3. Stop** Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 4. If the evaluation is not satisfactory, repeat step 2.

- 4. Do** Assignment Sheet 2, Businesses and Organizations

- 5. Stop** Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 6. If the evaluation is not satisfactory, repeat step 4.



- 6. Do** Assignment Sheet 3, Printing Processes

- 7. Stop** Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 8. If the evaluation is not satisfactory, repeat step 6.



- 8. Do** Assignment Sheet 4, Cross Media Communication

- 9. Stop** Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 10. If the evaluation is not satisfactory, repeat step 8.

- 10. Take** Chapter 1 - Review

- 11. Stop** Have instructor evaluate your performance. If the evaluation is satisfactory, continue to step 12. If the evaluation is not satisfactory, fill out the study guide.

- 12 Take** Chapter 1 Quiz.

TEACHER NOTES:

Read the introduction out loud.

This is a 2 step project.

Step 1 is to use the book to answer the questions. You should finish that today.

Step 2 is to take the information from step 1 and put it into a Flyer template to give to a customer.

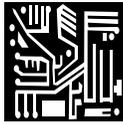
When you finish both steps, you want to proofread everything to make sure you have no errors.

Then you are going to use a pencil and grade yourself using the rubrics. You will be grading yourself on your project and on your process grades.

CHAPTER 1 - ASSIGNMENT 1

Industry Overview **KEY**

BASIC SKILLS



TECHNOLOGY



WRITING

CRITICAL
THINKING

DIRECTIONS

STEP 1: Read the chapter and answer the questions.

1. Define the Graphic Communications Industry? **It is the exchange of information in a visual forms, such as words, drawings, phtographs, or a combination of these. The industry creates products visually to convey messages.**

2. Explain the important role of Graphic Communications in our technological society? **With verbal communication, there is no record of the exchange of ideas or thoughts. People can misunderstand or even forget the message. It is the lifeblood of our technological society, influencing the population of the world wherever and whenever a product is printed. It allows knowledge to be shaired, and stored for future reference. Advertisements allows selling mes-sages to potential buyers.**

3. Answer the following questions why graphic communication is important.

a. Advertisements (Direct Mail)

What is it? **Advertisements allows selling messages to potential buyers.**

What market use it? **Anyone wanting to sell a product or service.**

What is its communication purpose? **To persuade someone to buy their product or service.**

How is it a valuable to a customer? **Without advertisement how would a company get their message out.**

b. Textbooks

What is it? **Textbooks are a form of organized knowledge or instruction that can be**

CHAPTER 1 - ASSIGNMENT 1

consulted for immediate use or stored for future reference. _____

What market use it? **Anyone seeking knowledge.**

How is its communication purpose? **To provide a place to find out information**

How is it a valuable to a customer? **Keeps our heritage and knowledge stored.**

c. Magazines

What is it? **Magazines are another form of organized knowledge that can be consulted for immediate use or stored for future reference.**

What market use it? **Anyone seeking knowledge.**

How is its communication purpose? **To provide a place to find out information.**

How is it a valuable to a customer? **Keeps our heritage and knowledge stored.**

d. Forms and Stationary

What is it? **Forms and Stationary are used by many businesses, to keep track of day to day operations.**

What market use it? **Most businesses and organizations.**

How is its communication purpose? **To keep track of day to day operations.**

How is it a valuable to a customer? **Maintains records of work done.**

STEP 2: Design a Flyer to communicate to a customer all the information you did in step 1.

- Log into the computer.
- Open up the Graphic Arts 1 Server, click on the students folder, go under your period folder, and open up your folder.
- Make a new folder called 'Customer Flyer.'
- Open up Adobe InDesign (ID in the dock). When it opens up go under File > New > Document from Template. Choose a Flyer template you would like to use for this project.
- You are now going to save your file in your folder in the native file format. Go under File > Save As > Desktop > Graphic Arts 1 > Students > (your period) > (your folder) > Customer Flyer and name your file 'Customer Flyer(your initials).indd'.

CHAPTER 1 - ASSIGNMENT 1

- Templates are predesigned to have placeholder text and photos, all you have to do is click on the type and change it to what you want it to say.
- For the photos, go onto the internet using Safari (compass in the dock) and find images you would like to use on your Flyer. Make sure the images are high resolution quality at least 500x500 pixels. Click on the image > View image > Right click on the image to 'Save Image As' > Desktop > Graphic Arts 1 > Students > (your period) > (your folder) > Customer Flyer.
- After you have all the information and images in your template, make sure to spell check your work (Apple/Command + I).
- Print your Flyer to the ColorQube on letter size paper. When it comes out, make sure you proof-read it again. Then using both rubrics, grade yourself on your Flyer. You want to make sure you earn your passport stamp, so you need to get it done right the first time.
- Fix any errors you found when you graded yourself with the rubric.
- When your Flyer is perfect, go under File > Adobe PDF Presets > High Quality Print and save a PDF under Desktop > Graphic Arts 1 > Students > (your period) > (your folder) > Electronic Portfolio and name your file 'Customer Flyer(your initials).pdf'.
- Then turn in All of Assignment 1 with your perfectly printed Flyer with your graded rubric into the period box. You can staple it together or put it into a sheet protector.

Name: _____

Customer Flyer Project Rubric

You will be graded on the following standards:

Objectives	Exemplary 8-10	Needs Minor Revisions 5-7	Needs Substantial Revisions 4-0	Self Score	Teacher Score
Important Terms (listed in chapter)	Uses important terms appropriate for the audience. Extends audience vocabulary by defining all words that might be new to most of the audience.	Uses important terms appropriate for the audience. Extends audience vocabulary by defining some words that might be new to most of the audience.	Uses important terms appropriate for the audience, but doesn't define them.		
Message	Message was strong, clear, and concise.	Message was weak and unclear.	Contained no message.		
Defined Graphic Communication Industry	Completely explained the concept.	Somewhat explained the concept.	Did not explained the concept.		
Importance of the Graphic Communication Industry	Completely explained the concept.	Somewhat explained the concept.	Did not explained the concept.		
Advertisements	Completely explained the concept.	Somewhat explained the concept.	Did not explained the concept.		
Textbooks	Completely explained the concept.	Somewhat explained the concept.	Did not explained the concept.		
Magazines	Completely explained the concept.	Somewhat explained the concept.	Did not explained the concept.		
Forms and Stationary	Completely explained the concept.	Somewhat explained the concept.	Did not explained the concept.		
	Exemplary 3	Needs Minor Revisions 2	Needs Substantial Revisions 1	Self Score	Teacher 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	80 - 104				
Sometimes	41 - 79				
Not Yet/Rarely	40 or less		Total Points		

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	Self Score	Teacher Score
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.		
			Total Points		

Consistently	19 - 27
Sometimes	10 -18
Not Yet/Rarely	9 or less

TEACHER NOTES:

Read the introduction out loud.

This is a 3 step project.

Step 1 By using the information you learned from Assignment 1, you are going to do some critical thinking. All jobs and services have been placed into 20 industry categories, what I want you to do is next to that category write down whether you think they use Advertisements, books, magazines, and/or Forms and Stationary. If you don't know what a category is, you can go online to the website provided to read about that category. You should finish that today.

Step 2 is to use the book to answer the questions about the segments of the industry.

Step 3 is going to take the information from step 1 and step 2 and create an infograph.

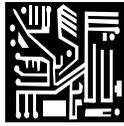
When you all 3 steps, you want to proofread everything to make sure you have no errors.

Then you are going to use a pencil and grade yourself using the rubrics. You will be grading yourself on your project and on your process grades.

CHAPTER 1 - ASSIGNMENT 2

Businesses and Organizations **KEY**

BASIC SKILLS



TECHNOLOGY



WRITING

CRITICAL
THINKING

DIRECTIONS

STEP 1: By using the information you learned from Assignment 1, you are going to do some critical thinking.

All jobs and services have been placed into 20 industry categories. If you don't know what that industry category is, then you can go to the internet using the information below and find out what that industry category does.

- Log onto a computer, and go to the website: www.careercruising.com
username: mattoon
password: greenwave
- Click on the 'Careers' tab
- Then 4 tabs will appear, click on 'Industries'

Then next to each industry category on the next page you are going to write down on the line next to the markets/industries what printed products they would use:

AD - for Advertisements and Direct Mail

B - for Books

M - for Magazines

F/S - for Forms and Stationary

CHAPTER 1 - ASSIGNMENT 2

Write down on the line next to the markets/industries what printed products they would use:

AD - for Advertisements and Direct Mail

B - for Books

M - for Magazines

F/S - for Forms and Stationary

Accommodation & Food Services **AD, B, M, F/S**

Administration & Support & Waste Management
& Remediation Services **AD, B, M, F/S**

Agriculture, Forestry, Fishing and Hunting **AD, B, M, F/S**

Arts, Entertainment, and Recreation **AD, B, M, F/S**

Construction **AD, B, M, F/S**

Educational Services **AD, B, M, F/S**

Finance and Insurance **AD, B, M, F/S**

Health Care and Social Assistance **AD, B, M, F/S**

Information **AD, B, M, F/S**

Management of Companies & Enterprises **AD, B, M, F/S**

Manufacturing **AD, B, M, F/S**

Mining **AD, B, M, F/S**

Other Services **AD, B, M, F/S**

Professional, Scientific, & Technical Services **AD, B, M, F/S**

Public Administration **AD, B, M, F/S**

Real Estate & Rental & Leasing **AD, B, M, F/S**

Retail Trade **AD, B, M, F/S**

Transportation & Warehousing **AD, B, M, F/S**

Utilities **AD, B, M, F/S**

Wholesale Trade **AD, B, M, F/S**

CHAPTER 1 - ASSIGNMENT 2

STEP 2:

Using the book answer the questions about the 'Segments of the Industry'.

1. What is Commercial Printing and the products they produce? **Encompasses all sizes and types of printing operations. Products produce vary from envelopes, letterheads, brochures, displays, reports.**
2. What is Quick Printing and the products they produce? **Shops that specialize in rapid turn around of short run printing and copying services. Products produce vary on equipment and capabilities.**
3. What is Periodical Printing and the products they produce? **Shops that print magazines.**
4. What is Newspaper Printing and the products they produce? **Shops that print newspapers.**
5. What is Book Printing and the products they produce? **Shops that print trade books, nonfiction and fiction.**
6. What is In-Plant Printing and the products they produce? **Shops operated by companies whose business is not the production of printed materials. Many times it is a company creating manuals about their product.**
7. What is Forms Printing and the products they produce? **Shops that design and print special forms used in many businesses. Such as receipts, carbonless forms, labels.**
8. What is Financial Printing and the products they produce? **Shops involving printing of financial products such as checks, lottery tickets, bonds, currency.**
9. What is Package Printing and the products they produce? **Shops that print all the plastic, paper, cardboard, corrugated packaging. It is the largest segment of the industry.**

CHAPTER 1 - ASSIGNMENT 2

STEP 3:

Using the information from Step 1 and 2, design an infograph.

What is an Infograph?

An Infograph is a visual image such as a chart or diagram used to represent information or data. You will use Creative Suites 4: Adobe Illustrator to illustrate your infograph.

- Sign onto a computer using the **username: ga1 and password: ga1**.
- On the Graphic Arts 1 Server in your folder, create a new folder called 'Infograph' and save your infograph and all illustrations and/or photos in this folder.
- Open up Adobe Illustrator CS4 (this is the icon on your docking station that is yellow with AI).
- You can use the **Adobe Illustrator supplement** or click on **Getting Started** on the splash screen for more help.
- Go under **FILE > NEW >** name your Infograph - 'Infograph (your initials) ', make sure the dimensions are 8.5x11 landscape or portrait (your choice) and click OK.
- Whenever you design anything, you should keep at least a 1/4" margin of white space around the page. Create your background for your infograph.
- Use the **Clip Art Supplement** to download high resolution clipart/photos to use on your life map.
- You can add other graphics off the internet, just make sure they are school appropriate and large format, the larger the picture, the better the resolution (1000x1000).
- Once you are finished designing your infograph, **proofread** that you have all the information correctly laid out and there are no errors.
- After you have all the information and images in your template, make sure to spell check your work (Apple/Command + I).
- Print your Flyer to the ColorQube on letter size paper. When it comes out, make sure you proofread it again. Then using both rubrics, grade yourself on your infograph. You want to make sure you earn your passport stamp, so you need to get it done right the first time.

CHAPTER 1 - ASSIGNMENT 2

- Fix any errors you found when you graded yourself with the rubric.
- When your Flyer is perfect, go under File > Adobe PDF Presets > High Quality Print and save a PDF under Desktop > Graphic Arts 1 > Students > (your period) > (your folder) > Electronic Portfolio and name your file 'Infograph(your initials).pdf'.
- Then turn in All of Assignment 2 with your perfectly printed infograph with your graded rubric into the period box. You can staple it together or put it into a sheet protector.

Name: _____

Infograph Project Rubric

You will be graded on the following standards:

Objectives	Exemplary 8-10	Needs Minor Revisions 5-7	Needs Substantial Revisions 4-0	Self Score	Teacher Score
Important Terms (listed in chapter)	Uses important terms appropriate for the audience. Extends audience vocabulary by defining all words that might be new to most of the audience.	Uses important terms appropriate for the audience. Extends audience vocabulary by defining some words that might be new to most of the audience.	Uses important terms appropriate for the audience, but doesn't define them.		
Assignment Step 1: Identify what products industry would use: Direct Mail, Books, Magazines, & Stationary	Correctly completed All of step 1.	Somewhat completed step 1.	Did not complete step 1.		
Assignment: Step 2: Explained with graphics each segment of the industry: commercial, quick, periodical, newspaper, book, in-plant, forms, financial, package.	Correctly completed All of step 2.	Somewhat completed step 2.	Did not complete step 2.		
Assignment: Step 3: Create an Infograph using all the information from step 1 and 2.	Correctly completed All of step 3.	Somewhat completed step 3.	Did not complete step 3.		
	Exemplary 3	Needs Minor Revisions 2	Needs Substantial Revisions 1	Self Score	Teacher 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	45 - 64		Total Points		
Sometimes	25 - 44				
Not Yet/Rarely	24 or less				

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	Self Score	Teacher Score
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.		
			Total Points		

Consistently	19 - 27
Sometimes	10 - 18
Not Yet/Rarely	9 or less

TEACHER NOTES:

Read the introduction out loud.

This is a 2 step project.

Step 1 is to use the book and internet to answer the questions about the printing processes.

Step 2 is to take the information from Step 1 and create a presentation.

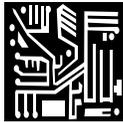
When you all the steps, you want to proofread everything to make sure you have no errors.

Then you are going to use a pencil and grade yourself using the rubrics. You will be grading yourself on your project and on your process grades.

CHAPTER 1 - ASSIGNMENT 3

Printing Processes **KEY**

BASIC SKILLS



TECHNOLOGY



WRITING



CRITICAL THINKING

DIRECTIONS

Using the book and the internet, find the answers to the information below.

Step 1:

For each of the printing processes, answer the questions related to each:

A1. Explain the Relief (Letterpress and Flexography) Printing Process?

Letterpress is printing from a raised metal plate, ink is applied to the raised surface, then transferred to paper by direct pressure. It is rarely used today. Flexography is printing from a raised flexible plastic plate, ink is applied to the raised surface, then transferred to a substrate by direct pressure. It is a growing printing process.

A2. What products can be produced using Relief (Flexography) Printing?

Letterpress use to print stationary, business cards, newspaper and books. Flexography prints plastic bags, labels, and other packaging materials.

A3. What are the advantages of using Relief (Flexography) Printing?

- **High speed**
- **Fast-Drying Inks**
- **Can print on same presses as letterpress**

A4. What are the disadvantages of using Relief (Flexography) Printing?

- **Difficult to reproduce fine detail**
- **Colour may not be consistent**
- **Set up costs are high and would rarely be used on print runs below 500,000**

B1. Explain the Planography (Lithographic) Printing Process? **Planography or**

CHAPTER 1 - ASSIGNMENT 3

Lithography is the printing from a flat surface. It is based on the principle that oil and water do not readily mix. The most widely used is Offset Lithography. The inked image is first transferred or offset from the printing plate to a rubber cylinder called a blanket, then from the blanket to the substrate.

B2. What products can be produced using Planography (Lithographic) Printing? ___

It is used for all forms of commercial printing and publishing, books, newspapers, forms, stationary, etc.,.

B3. What are the advantages of using Planography (Lithographic) Printing?

- Good reproduction quality, especially photographs
- Inexpensive
- Wide range of papers
- High speed
- Widely available

B4. What are the disadvantages of using Planography (Lithographic) Printing?

- Colour variation due to water/ink mixture
- Paper can stretch from dampening
- Set-up costs make it uneconomic in short runs
- Can only be used on flat materials
- Requires a good quality surface

C1. Explain the Intaglio (Gravure) Printing Process?

Also known as Gravure, the image area is sunken into the image carrier.

C2. What products can be produced using Intaglio (Gravure) Printing?

Magazines, catalogs, newspaper supplements, package printing, metal surfaces, vinyl surfaces.

C3. What are the advantages of using Intaglio (Gravure) Printing?

- Consistent colour reproduction
- High speed
- Widest printing presses

CHAPTER 1 - ASSIGNMENT 3

- Ink dries upon evaporation
- Variety of in-line finishing
- Good results on lower-quality paper

C4. What are the disadvantages of using Intaglio (Gravure) Printing?

- High cost of engraved printing plates and cylinders
- Only efficient for long print runs
- Image printed as dots that are visible to the naked eye
- Very expensive set-up costs, so only used on large print runs

D1. Explain the Porous (Screen) Printing Process?

Also known as Screen, is basically a stencil process, in which an image carrier is attached to a screen and ink is forced through the open mesh areas.

D2. What products can be produced using Porous (Screen) Printing?

Clothing, packaging, printing on nonabsorbent surfaces such as glass.

D3. What are the advantages of using Porous (Screen) Printing?

- Stencils are easy to produce using the photo-emulsion technique
- Versatile, can print on any surface
- Economical for short print runs
- Fully automatic methods are capable of producing large volumes

D4. What are the disadvantages of using Porous (Screen) Printing?

- Generally difficult to achieve fine detail
- Print requires long drying times

E1. Explain the Impactless (Digital) Printing Process?

Also called pressureless or digital, does not require contact between an image carrier and the substrate.

E2. What products can be produced using Impactless (Digital) Printing?

Used in offices to print copies.

CHAPTER 1 - ASSIGNMENT 3

E3. What are the advantages of using Impactless (Digital) Printing?

- **Quick turnaround**
- **Low cost, no plate costs**
- **Quality is great, no registration issues, color is vibrant**

E4. What are the disadvantages of using Impactless (Digital) Printing?

- **Large volumes are expensive**
- **Color limitations**

Step 2:

Create a presentation, using Powerpoint, Prezi, or another Presentation program to present the information from Step 1. Make sure to use graphics (raster or vector) for the printing processes and products they produce.

After you have all the information and images in your presentation, make sure to spell check your work.

Print your presentation to the ColorQube on letter size paper. When it comes out, make sure you proofread it again. Then using both rubrics, grade yourself on your presentation. You want to make sure you earn your passport stamp, so you need to get it done right the first time.

Fix any errors you found when you graded yourself with the rubric.

Then turn in All of Assignment 3 with your perfectly printed presentation with your graded rubric into the period box. You can staple it together or put it into a sheet protector.



Name: _____

Printing Processes Presentation Project Rubric

You will be graded on the following standards:

Objectives	Exemplary 8-10	Needs Minor Revisions 5-7	Needs Substantial Revisions 4-0	Self Score	Teacher Score
Important Terms (listed in chapter)	Uses important terms appropriate for the audience. Extends audience vocabulary by defining all words that might be new to most of the audience.	Uses important terms appropriate for the audience. Extends audience vocabulary by defining some words that might be new to most of the audience.	Uses important terms appropriate for the audience, but doesn't define them.		
Message	Message was strong, clear, and concise.	Message was weak and unclear.	Contained no message.		
Assignment Step 1: research information and answer questions.	Correctly completed All of step 1.	Somewhat completed step 1.	Did not complete step 1.		
Assignment: Step 2: Created presentation with graphics and all the information from Step 1.	Correctly completed All of step 2.	Somewhat completed step 2.	Did not complete step 1.		
	Exemplary 3	Needs Minor Revisions 2	Needs Substantial Revisions 1	Self Score	Teacher 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	45 - 64		Total Points		
Sometimes	25 -44				
Not Yet/Rarely	24 or less				

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	Self Score	Teacher Score
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.		
			Total Points		

Consistently	19 - 27
Sometimes	10 -18
Not Yet/Rarely	9 or less

TEACHER NOTES:

Read the introduction out loud.

This is a 2 step project.

Step 1 is to use the book and internet to answer the questions about the printing processes.

Step 2 is to take the information from Step 1 and create a presentation.

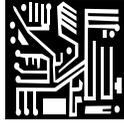
When you all the steps, you want to proofread everything to make sure you have no errors.

Then you are going to use a pencil and grade yourself using the rubrics. You will be grading yourself on your project and on your process grades.

CHAPTER 1 - ASSIGNMENT 4

Cross Media Communications **KEY**

BASIC SKILLS



TECHNOLOGY



WRITING

CRITICAL
THINKING

DIRECTIONS

STEP 1:

The book states that success in today's graphic communication industry requires looking beyond ink on paper. Using the internet, look up the emerging technologies and explain what each one is. You may use Microsoft Word to type up the information instead of writing it out.

Cross Media Communications (print, web, mobile) is communicating relevant information across multiple media channels.

3D Printing a process for making a physical object from a three-dimensional digital model, typically by laying down many successive thin layers of a material.

Nanography is the core technology for Landa Nanographic Printing Presses, is a water-based, indirect digital printing process. Nanography is based on nanotechnology – the science of ultra-small particles measured in nanometers – billionths of a meter.

Production Inkjet takes inkjet printing to the next level, instead of just office based, it has expanded the technology to commercial based printing. Including cut-sheet and continuous-feed presses; options in papers, inks and inkjet heads; digital front-end and finishing considerations; growth market applications, including books, direct mail and transactional/transpromo printing; and total cost of ownership calculations.

Quick Response Codes (QR): is the trademark for a type of matrix barcode (or two-dimensional barcode) first designed for the automotive industry in Japan. A barcode is a machine-readable optical label that contains information about the item to which it is attached.

Augmented Reality (AR): technology in which an on-screen 3D image moves in response to the motion of a printed marker image.

(Variable) Data Driven Print: in which elements such as text, graphics and images may be changed from one printed piece to the next, without stopping or slowing down the printing process and using information from a database or external file.

Cloud Based Computing: means storing and accessing data and programs over the Internet instead of your computer's hard drive. The cloud is just a metaphor for the Internet.

STEP 2:

Now explain how these technologies can be used to enhance printed communications.

Success in today's graphic communication industry requires looking beyond the ink on paper aspect. Advances in electronics and the applications of these advances to graphic communications processes have made it vital to keep up-to-date with changes. Regardless of the delivery, it is more critical than ever for the designer to present a consistent visual experience to the viewer throughout all forms of media.



IGC C. 36, 38; GD B. 4, 5, 6, 7; GD D. 55, 62; GD E. 71; GD F. 78; DFPO B. 18;
DFPO C. 54; DFPO I. 139

Name: _____

Cross Media Communication Project Rubric

You will be graded on the following standards:

Objectives	Exemplary 8-10	Needs Minor Revisions 5-7	Needs Substantial Revisions 4-0	Self Score	Teacher Score
Assignment Step 1: research information and answer questions.	Correctly completed All of step 1.	Somewhat completed step 1.	Did not complete step 1.		
Assignment: Step 2: Explained how the information from Step 1 can enhance printing.	Correctly completed All of step 2.	Somewhat completed step 2.	Did not complete step 1.		
Consistently	16-20		Total Points		
Sometimes	10 -15				
Not Yet/Rarely	9 or less				

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	Self Score	Teacher Score
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.		
			Total Points		

Consistently	19 - 27
Sometimes	10 - 18
Not Yet/Rarely	9 or less

TEACHER NOTES:

I usually have the students take the pretest on a Monday.

Unfortunately, review game zone only offers to keep track of the students scores if you pay for it. So if you want to just walk around and observe who is doing well and who isn't. I just write down a list of students that need to do more to understand the material.

Then on Friday, the students that needed more I have them fill out the study guide while watching the video presentation on the chapter.

The students that need enrichment get to play a game to earn candy.

CHAPTER 1 - PRETEST

1. Log onto a computer and go to the following website:

- <http://reviewgamezone.com/index.php>

2. On the right side it has a box that has 'Games by ID#' type in 38140.

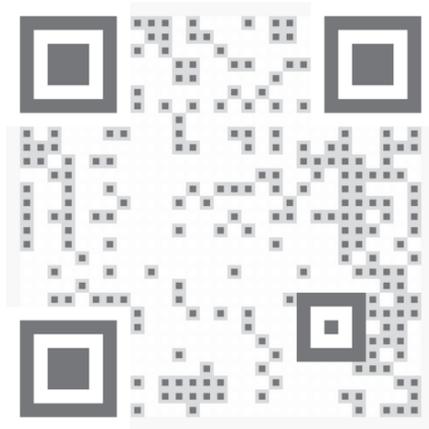
3. To get started, select a game from the list below and test your knowledge on 'Overview of Graphic Communications.'

4. Press the play button or if instructed enter you first and last name in the player box.

5. If you did well, then you can play the enrichment game tomorrow.

6. If you did not do well, you will watch and listen to the "Overview of Graphic Communications" presentation and complete the study guide on the other side of this paper.

7. Go to: <http://tinyurl.com/yd27rw4a>
or scan QR code:



CHAPTER 1 - STUDY GUIDE

1. Explain the Graphic Communications Industry and why it is important? _____
It is the exchange of information in a visual forms, such as words, drawings, photographs, or a combination of these. The industry creates products visually to convey messages. With verbal communication, there is no record of the exchange of ideas or thoughts. People can misunderstand or even forget the message. It is the lifeblood of our technological society, influencing the population of the world wherever and whenever a product is printed. It allows knowledge to be shared, and stored for future reference. Advertisements allows selling messages to potential buyers.

2. Describe the following markets and explain how a customer can use them:
 - A. Advertisements (Direct Mail) **allows selling messages to potential buyers.**
Customer Use: **Anyone wanting to sell a product or service.**
 - B. Textbooks **are a form of organized knowledge or instruction that can be consulted for immediate use or stored for future reference.**
Customer Use: **Anyone seeking knowledge.**
 - C. Magazines **are another form of organized knowledge that can be consulted for immediate use or stored for future reference.**
Customer Use: **Anyone seeking knowledge.**
 - D. Forms and Stationary **are used by many businesses, to keep track of day to day operations.**
Customer Use: **Maintains records of work done.**

3. Describe the following segments of the industry and the products they produce:
 - A. Commercial Printing **Encompasses all sizes and types of printing operations. Products produce vary from envelopes, letterheads, brochures, displays, reports.**
 - B. Quick Printing **Shops that specialize in rapid turn around of short run printing and copying services. Products produce vary on equipment and capabilities.**
 - C. Periodical Printing **shops that print magazines.**
 - D. Newspaper Printing **Shops that print newspapers.**
 - E. Book Printing **Shops that print trade books, nonfiction and fiction.**
 - F. In-Plant Printing **Shops operated by companies whose business is not the production of printed materials. Many times it is a company creating manuals about their product.**
 - G. Forms Printing **Shops that design and print special forms used in many businesses. Such as receipts, carbonless forms, labels.**
 - F. Financial Printing **Shops involving printing of financial products such as checks, lottery tickets, bonds, currency.**

CHAPTER 1 - STUDY GUIDE

G. Packaging Printing **Shops that print all the plastic, paper, cardboard, corrugated packaging. It is the largest segment of the industry.**

4. Define the five printing processes, the products they produce, their advantages/disadvantages:

A. **Relief is printing from a raised metal plate, ink is applied to the raised surface, then transferred to paper by direct pressure. Two types: Letterpress (not used) and Flexography (most popular).**

Products Produced: **prints plastic bags, labels, and other packaging materials.**

Advantages: **High speed, Fast-Drying Inks, Can print on same presses as letterpress**

Disadvantages: **Difficult to reproduce fine detail, Colour may not be consistent, Set up costs are high and would rarely be used on print runs below 500,000**

B. **Planography or Lithography is the printing from a flat surface. It is based on the principle that oil and water do not readily mix. The most widely used is Offset Lithography. The inked image is first transferred or offset from the printing plate to a rubber cylinder called a blanket, then from the blanket to the substrate.**

Products Produced: **It is used for all forms of commercial printing and publishing, books, newspapers, forms, stationary, etc.,.**

Advantages: **Good reproduction quality, especially photographs, Inexpensive, Wide range of papers, High speed, Widely available**

Disadvantages: **Colour variation due to water/ink mixture, Paper can stretch from dampening, Set-up costs make it uneconomic in short runs, Can only be used on flat materials, Requires a good quality surface**

C. **Intaglio, also known as Gravure, the image area is sunken into the image carrier.**

Products Produced: **Magazines, catalogs, newspaper supplements, package printing, metal surfaces, vinyl surfaces.**

Advantages: **Consistent colour reproduction, High speed, Widest printing presses, Ink dries upon evaporation, Variety of in-line finishing, Good results on lower-quality paper**

Disadvantages: **High cost of engraved printing plates and cylinders, Only efficient for long print runs, Image printed as dots that are visible to the naked eye, Very expensive set-up costs, so only used on large print runs**

D. **Porous, also known as Screen, is basically a stencil process, in which an image carrier is attached to a screen and ink is forced through the open mesh areas.**

Products Produced: **Clothing, packaging, printing on nonabsorbent surfaces such as glass.**

Advantages: **Versatile, can print on any surface, Economical for short print runs, Fully automatic methods are capable of producing large volumes**

Disadvantages: **Generally difficult to achieve fine detail, Print requires long drying times**

CHAPTER 1 - STUDY GUIDE

- E. **Impactless, also called pressureless or digital, does not require contact between an image carrier and the substrate.**
Products Produced: **Used in offices to print copies.**
Advantages: **Quick turnaround, Low cost, no plate costs, Quality is great, no registration issues, color is vibrant**
Disadvantages: **Large volumes are expensive, Color limitations**
5. What does cross media communications (print, web, mobile) mean? **Is when targeted, relevant communications are delivered across multiple media channels.**
5. Describe these emerging technologies:
- A. 3D Printing **a process for making a physical object from a three-dimensional digital model, typically by laying down many successive thin layers of a material.**
- B. Nanography **the core technology for Landa Nanographic Printing Presses, is a water-based, indirect digital printing process. Nanography is based on nanotechnology – the science of ultra-small particles measured in nanometers – billionths of a meter.**
- C. Production Inkjets **takes inkjet printing to the next level, instead of just office based, it has expanded the technology to commercial based printing. Including cut-sheet and continuous-feed presses; options in papers, inks and inkjet heads; digital front-end and finishing considerations; growth market applications, including books, direct mail and transactional/transpromo printing; and total cost of ownership calculations.**
- D. Quick Response (QR) Codes **are the trademark for a type of matrix barcode (or two-dimensional barcode) first designed for the automotive industry in Japan. A barcode is a machine-readable optical label that contains information about the item to which it is attached.**
- E. Augmented Reality (AR) **technology in which an on-screen 3D image moves in response to the motion of a printed marker image.**
- F. (Variable) Data Driven Print **in which elements such as text, graphics and images may be changed from one printed piece to the next, without stopping or slowing down the printing process and using information from a database or external file.**
- G. Cloud Based Computing **means storing and accessing data and programs over the Internet instead of your computer's hard drive. The cloud is just a metaphor for the Internet.**
6. Explain how these technologies can be used to enhance printed communications.
Success in today's graphic communication industry requires looking beyond the ink on paper aspect. Advances in electronics and the applications of these advances to graphic communications processes have made it vital to keep up-to-date with changes. Regardless of the delivery, it is more critical than ever for the designer to present a consistent visual experience to the viewer throughout all forms of media.