

GRAPHIC *communications*

Graphic Communications at BAVTS

CIP 10.0399

Instructor: Meri M Lindenmuth

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Course Description:

A three-year, hands-on program that teaches design, digital printing, and production skills using industry-standard software and equipment. Students work on real client projects while developing creativity, technical abilities, and career readiness for graphic design and print-related fields.

Level One: Foundations of Graphic Communications

Students are introduced to the full scope of the graphic communications industry through hands-on learning and real production workflows. Instruction includes safety, measurements, paper and substrate selection, file setup, finishing processes, and basic equipment operation. Students build foundational design skills using industry-standard software while learning color theory, typography, and visual communication principles. They actively contribute to live client projects alongside upper-level students to gain authentic production experience.

Level Two: Advanced Graphic Communications

Building on Level One, students take on greater responsibility in design, production planning, and equipment operation. They deepen their understanding of layout, branding, and prepress while developing professional communication skills through client interactions, proofing, and revision cycles. Students rotate through designated production roles to strengthen teamwork, leadership, and workflow efficiency, ensuring proficiency across multiple segments of a working print and design environment.

Level Three: Professional Development and Specialization

Students refine their skills toward industry readiness, portfolio quality design, and advanced production methods. They may participate in Cooperative Education for paid on-the-job experience or serve as production managers, leading teams and mentoring Level Two students. Coursework emphasizes high-level design strategy, print technology, and workflow management to prepare students for employment or continued education within the graphic communications field.

The program has an articulation agreement with NCC for 4 credits in Computer Graphics.

PA Department of Labor Average Pay Scale:

<i>Role</i>	<i>Entry Level Annual</i>	<i>Typical Annual</i>	<i>Experienced Annual</i>
Graphic Designer SOC 27-1024	\$35,000	\$55,000	\$70,000
Multimedia Artist SOC 27-1014	\$40,000	\$60,000	\$80,000
Commercial Designer SOC 27-1021	\$50,000	\$75,000	\$90,000

Reference Material: Graphic Communications 6th Edition

Program Equipment Utilized in Industry Training

LCD Projector	Vastex 6 Color-6 Station Screen Printing Press
Apple/Mac Desktop Computers	Tekmar Exhaust 1500
Windows Computer	Tekmar TG 300 Spot Gun
Roland VersaWorks SP_540i	Laminator
Intellicut	Exposure Unit
Adobe Illustrator	Shrink Wrapper
Adobe InDesign	Challenger Titan 230 Guillotine Cutter
Adobe Photoshop	Jogger
Google Suite	Baum 714XLT Ultra Fold Tabletop Station
Microsoft Office for Mac (Word, Excel)	AeroCut X Creaser
Canon C750 Image Press	Duplo DB-250 Perfect Binder
Screen Washout Station	Rhino-Tuff Spiral Binder
Pressure Washer	USI 30" Laminator
Vastex Little Red Shirt Dryer	Entry 45" 4500 Laminator
Flash Dryer	

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Level One:

1st Marking Period

Pennsylvania Task List

- 111 Research roles and responsibilities in graphics related careers
- 714 Set up and use programmable cutters
- 902 Identify and follow safety practices in the industry and lab, eg. Equipment, tools.

Projects & Assignments

- Logo/Branding Group Project
- Notepad
- Spiral Notebook
- Perfect Bound Notebook
- Sticker
- T-shirt
- Career Poster

2nd Marking Period

Pennsylvania Task List

- 101 Perform customer service duties
- 102 Estimate job costs and complete customer invoices
- 104 Interpret a job jacket/ticket
- 108 Complete a production job from start to finish
- 110 Identify the workflow of a printed product
- 111 Research roles and responsibilities in graphics related careers
- 306 Use a line gauge to measure inches, points and picas
- 714 Set up and use programmable cutters
- 723 Cut and/or trim project to finished size
- 724 Calculate paper cuts from a parent sheet
- 901 Explain lock out/tag out procedures
- 902 Identify and follow safety practices in the industry and lab, eg. Equipment, tools
- 904 Identify and follow the procedures for handling chemicals and disposing of waste
- 905 Identify and understand all components of Safety Data Sheets (SDS)

Projects & Assignments

- Sketchbook & Topic Notebook
- Career Research
- Reading a Job Ticket
- Estimating Costs as per Job Ticket
- Calculating Inch, Point & Pica Conversions
- Calculating Material Usage
- SDS Worksheet
- File Storage & Google Drive Shared Production Folder
- File Naming Systems
- Holiday Give Back Project
- +Live Production Work

3rd Marking Period

Pennsylvania Task List

- 317 Identify different file types and their uses
- 322 Utilize appropriate marks on printed products, eg. Gutters, registration marks, fold lines, bleeds
- 325 Create a design using brainstorming, thumbnails, rough drafts and comprehensives
- 505 Input electronic content from various digital devices eg. Scanner, digital camera, OCR
- 701 Use folding equipment to produce various folding operations
- 702 Identify and perform various stitching processes
- 703 Perform packaging and/or shrink wrapping
- 704 Handle printed substrates, eg. Jogging, fanning, squaring
- 707 Collate and gather printed materials
- 710 Identify and perform creasing, scoring, slitting and perfining
- 720 Perform padding techniques
- 721 Identify and perform various types of book binding
- 722 Differentiate between finishing processes, eg. Die cutting, embossing, debossing
- 801 Identify substrate types based on basic weights, standard sizes, grain direction and finishes
- 802 Handle substrates, eg. Vinyl, rolled stock, garments, reams, cartons, cases
- 804 Identify different inks/toners, additives, finishes
- 805 Explain handling and disposal of waste materials

Projects & Assignments

- Classroom Yearbook Page
- Filetype Designations & Related Software
- Understanding Printer's Marks
- Scan a File, then Reduce/Enlarge Proportionately
- Variety of Folds and Shrink Wrapping
- Scoring/Creasing Cards and Packaging
- +Live Production Work

4th Marking Period

Pennsylvania Task List

- 315 Manipulate a vector image using a current industry standard software
- 316 Manipulate a bitmapped image using current industry standard software
- 501 Prepare plates for an offset press/duplicator
- 508 Perform the basic operations of a digital RIP system and production queues
- 604 Mix fountain solutions to acquire proper pH levels
- 605 Make-ready paper path for feed-delivery systems
- 606 Make-ready inking systems
- 607 Make-ready dampening systems
- 608 Print jobs on an offset press/duplicator
- 610 Compare and explain different types of feed systems
- 615 Perform clean up and basic maintenance
- 618 Evaluate print quality, eg. Star targets, color bars, viewing conditions, registration marks
- 625 Identify the five press systems and their parts
- 629 Identify, troubleshoot and correct print defects
- 630 Analyze a printed sheet and match to proof

Projects & Assignments

- School Yearbooks
- Classroom Yearbooks
- Design Principles Poster
- Offset Press Worksheets
- Understanding Fiery Command WorkStation Queue via demonstration

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Level Two:

1st Marking Period

Pennsylvania Task List

- 303 Apply the principles of color theory
- 307 Identify components of type, eg. Ascenders, descenders, baseline
- 308 Identify type styles/classifications and their uses
- 309 Identify components of typography, eg., kerning, tracking, justification
- 311 Proofread, edit, and preflight files, eg. Spell check, proofreading marks
- 325 Create a design using brainstorming, thumbnails, rough drafts and comprehensives
- 326 Identify different types of graphics, eg. Bitmap, vector, line art, continuous tone
- 506 Process digital images using various color modes, eg. Grayscale, RGB, CMYK, duotone, spot
- 803 Mix and test ink for printing using Pantone Matching System
- 1005 Output color separations and composites for various printing processes

Projects & Assignments

- File Storage and Using the Google Drive Shared Production folder
- Color Theory Basics
- Color Wheel
- Components of Type
- Identifying Standard Fonts
- Graphic Communications Class Uniform T-shirt design
- PMS Color Palettes
- Creating Color Separations and Setting Printers' Marks
- Color Modes and Which to use for the Application
- Filetype Review & Native Software
- Email Etiquette
- Group Work – Create a Brand for other BAVTS Programs
- +Live Production Work

2nd Marking Period

Pennsylvania Task List

- 302 Identify items that can be designed and produced using current industry standard software
- 312 Create a variety of design/publications using current industry standard software
- 313 Create multi-page documents using current industry standard software
- 314 Create a PDF to industry specifications

Projects & Assignments

- Design Principles – Review with a Deeper Dive into How they Correlate to our Production Work
- Resume
- Create Online Portfolio (and maintain)
- SkillsUSA Pin & Cover Competition
- Holiday Give Back Project
- Class Yearbook Cover
- +Live Production Work

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3rd Marking Period

Pennsylvania Task List

324 Prepare a prototype for a die-cut process using current industry software

328 Prepare a variable data project using current industry standards

507 Prepare layouts for sheet imposition, work and turn/tumble, step and repeat, and multi-page signatures

509 Perform the functions of pagination, imposition, and color management on a digital RIP

1001 Identify and/or perform imaging technology processes, eg. Serigraphy, flexography, letterpress, gravure, indirect

1003 Output files on digital/specialty imaging equipment, eg. Digital press, large format, dye sublimation, engraver

Projects & Assignments

Introduction to InDesign

Focus on Imposition & Preflighting Artwork for Production

Introduction to Exit Project

Class Yearbook Page

Create a Package Prototype

Group Project – Design for School Yearbook

+Live Production Work

4th Marking Period

Pennsylvania Task List

101 Perform customer service duties

110 Identify the workflow of a printed product

1002 Replenish consumables for digital printing equipment

1003 Output files on digital/specialty imaging equipment, eg. Digital press, large format, dye sublimation, engraver

Projects & Assignments

Exit Project Completion

Create a 16 page Booklet

Group Project - Design for School Yearbook

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Level Three:

1st Marking Period

Pennsylvania Task List

- 101 Perform customer service duties
- 102 Estimate job costs and complete customer invoices
- 104 Interpret a job jacket/ticket
- 108 Complete a production job from start to finish
- 306 Use a line gauge to measure inches, points and picas
- 724 Calculate paper cuts from a parent sheet
- 1005 Output color separations and composites for various printing processes

Projects & Assignments

- File Storage and Using the Google Drive Shared Production folder
- Graphic Communications Class Uniform T-shirt design
- Group Project – Create a Brand (Level III Students will LEAD this project)
- Email Etiquette
- Inches, Points & Picas Conversions Review
- Calculating Cuts from Parent Sheets Review

2nd Marking Period

Pennsylvania Task List

- 722 Differentiate between finishing processes, eg. Die cutting, embossing, debossing
- 804 Identify different inks/toners, additives, and finishes
- 1002 Replenish consumables for digital printing equipment
- 1004 Troubleshoot errors on a digital/specialty imaging equipment

Projects & Assignments

- Update Portfolio
- SkillsUSA Pin & Cover Competition
- Class Yearbook Cover
- Review Finishing Processes
- Review Preflighting
- Holiday Give Back Project

3rd Marking Period

Pennsylvania Task List

- 101 Perform the duties associated with positive customer relations
- 108 Monitor production
- 509 Perform the functions of pagination, imposition, and color management on a digital RIP
- 722 Differentiate between finishing processes, eg. Die cutting, embossing, debossing
- 804 Identify different inks/toners, additives and finishes
- 1002 Replenish consumables for digital printing equipment
- 1004 Troubleshoot errors on digital/specialty imaging equipment

Projects & Assignments

- Introduction to Exit Project
- Class Yearbook Page
- Extra Yearbook Page
- Group Project – Design School Yearbook
- Finalize Online Portfolio
- +Live Production Work

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4th Marking Period

Pennsylvania Task List

101 Perform customer service duties

104 Interpret a job jacket/ticket

108 Complete a production job from start to finish

110 Identify the workflow of a printed product

325 Create a design using brainstorming, thumbnails, rough drafts and comprehensives

Projects & Assignments

Exit Project Completion

Senior Wall Project

+Live Production Work

Supplemental Learning Activities

Students who participate in this program will also have opportunities to participate in the following program and school-sponsored activities:

Production Work: Level I students learn the production process and begin their Graphics education running the various machines in the lab area of our classroom. Level II & III Students continue this education but also focus on the design, preflighting and output processes. Essentially, the Level II & III students perform the design and customer service aspects of production, while the Level I students perform the print and finishing aspects of production

SkillsUSA: Three students have the opportunity to compete in the Promotional Bulletin Board competition at the District Level and all members have the opportunity to design the Program Cover and Pin for District 11, and the Pin and T-shirt for Pennsylvania and Nationals. All Level II & III Students are gifted SkillsUSA membership through our classroom production fund.

PA Computer Fair: Two groups of students (max: three students each) participate in regional competition for the Computer Fair. Categories include: web site design, multimedia presentation, logo design, animation, and programming (educational video game design).

Other Competitions: Students are given the opportunity to participate in several competitions as they become available through-out the three years.

NTHS: Level II and Level III students who have received a 90% in their career and technical program as well as a "B" average at their sending school are eligible to become a member of the BAVTS Chapter of the National Technical Honor Society.

Cooperative Education: Students who have attended six quarters in their career and technical program are eligible to participate in a paid working experience during the PM session of BAVTS. Positions must be available and the students must be recommended by the CTE teacher to be eligible.

Job Shadowing: Students are eligible to visit business and industry partners for one or more days to view the day-to-day operations of this career area.

Rotary: Students are eligible to be Rotary Shadows and Artisans and attend a meeting and be recognized.

Internships: Students who have completed six or more quarters of their CTE program are eligible to work for a business and industry partner with the recommendation of the instructor and the availability of assignment.

Field Trips: Students in this program will on occasion attend field trips that expose them to educational experiences within the career field.

College Credit: Graphic Communications students are eligible for advanced credit at Northampton Community College (4) and Statewide Articulation (9) Agreement developed by the Pennsylvania Department of Education.

10 Hour OSHA Training: Students will have the 10 hour OSHA training in either their second or third year and have the opportunity to gain the certification with the successful score on the test.

Adobe Certifications: Students planning to continue on in the Graphics Industry will have the opportunity to become Adobe Illustrator, Adobe InDesign, and/or Adobe Photoshop certified.