

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Vinyl Products

Course Code: 171900 CIP Code: 10.0301

### **COURSE INTRODUCTION:**

An instructional program that generally prepares individuals to apply technical knowledge and skills to plan, prepare, and execute commercial and industrial visual image and print products using mechanical, electronic, and digital graphic and printing equipment.

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<b>UNIT DESCRIPTION:</b>  Students will learn how to work with vinyl products in the Graphic Communications industry.		<b>SUGGESTED UNIT TIMELINE: 3-4 weeks</b>  <b>CLASS PERIOD (min.): 150 minutes</b>				
<b>ESSENTIAL QUESTIONS:</b>  1. What drives your ideas for designing a vinyl sign? 2. How can you make your design stand out from the competition? 3. What types of components are utilized to create effective artwork? 4. What types of tools are needed for vinyl project completion? 5. How do you load and set a plotter/cutter? 6. How can you utilize your resources to save money? 7. What proves you successfully applied your vinyl? 8. What do you do when things don't go as planned? 9. What would make you qualified for employment in this field?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	OTHER	DOK
<b>1. Communication</b> a. Demonstrate the ability to read and comprehend instructions. b. Demonstrate the ability to plan and communicate ideas through thumbnails and roughs.				RI.11-12.1 W.11-12.2.a		<b>3</b>
<b>2. Concept/Principles of Sign Design</b> a. Explain visibility and location. b. Create a message to communicate, convince,				W.11-12.2.b RI.11-12.1		<b>3</b>

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<p>reassure, or sell to a target audience.</p> <p>c. Apply typography elements (letter family and size for readability).</p> <p>d. Apply appropriate color use (contrast, thematic, psychological).</p>						
<p><b>3. Create Artwork (DOK)</b></p> <p>a. Create reverse artwork for heat press processes.</p> <p>b. Create a layout consistent with design principles.</p> <p>c. Convert a bitmap image to a vector graphic.</p> <p>d. Create an impositions layout (lay out multiple objects when making pieces like stickers or labels).</p> <p>e. Generate a cut line for cutting around a shape when sending a design to a vinyl cutter, laser or print-cut solution.</p> <p>f. Apply Design Concepts (e.g. Whitespace, color, focal points, headlines, design principles, layering).</p> <p>g. Manipulate graphics and images (scale, crop, rotate, group/ungroup).</p> <p>h. Create and use color registration marks for layering vinyl.</p> <p>i. Open, edit and save files as industry-standard format. (e.g. .ai, .eps, .pdf, .jpg).</p>				<p>RI.11-12.1</p> <p>RI.11-12.2</p> <p>W.11-12.2.a</p>		<b>1</b>
<p><b>4. Tools</b></p> <p>a. List vinyl material and application surfaces.</p> <p>b. Identify various tools used in vinyl sign</p>				<p>RI.11-12.1</p> <p>RI.11-12.4</p>		<b>1</b>

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making (e.g. squeegees, rulers, cutting and weeding tools, stabilo pencils). c. Explain the use of various application tapes (e.g. masking, clear, tack levels).						
<b>5. Plotter/cutter</b> a. Demonstrate loading vinyl into a plotter/cutter. b. Demonstrate correct settings on a plotter/cutter.				RI.11-12.1		<b>2</b>
<b>6. Vinyl prep</b> a. Apply correct cutting and weeding techniques. b. Select and apply proper application tape for vinyl and substrate application. c. Demonstrate waste management in utilizing vinyl and tape.				RI.11-12.1 8.EE.3		<b>3</b>
<b>7. Vinyl Application</b> a. Demonstrate ability to accurately measure for placement of vinyl using guide markers. b. Demonstrate vinyl placement techniques (substrate prep, laying/layering pieces, squeegee technique, removal of application tape, cleaning). c. Apply vinyl to a variety of substrates. d. Remove bubbles and other imperfections using proper tools.				5.NBT.7		<b>4</b>
<b>8. Troubleshooting</b> a. Connect the plotter/cutter to the computer and power supply. b. Load cutting software.				RI.11-12.4		<b>3</b>

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c. Convert files for cutting software.						
d. Hand cut designs in vinyl not properly cut by cutter.						
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )						
<b>Vinyl Application Test – Summative Assessment</b>						
<b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b>						
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based):</b> (Teacher Methods)					
1-8	<b>1. See Lesson Plan for Vinyl.</b>					
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES:</b> (What Students Do)					
1-8	<b>1. See Lesson Plan for Vinyl.</b>					
<b>UNIT RESOURCES: (include internet addresses for linking)</b>						
<b>Resources@MCCE - TE DVD ROM 8 - Design-Graphic Design: What's in a Logo?</b> , Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2002. Graphic designers with the consulting firm Navy Blue must produce a new corporate identity for Digital Animations Group, a Scottish company on the cutting edge of 3-D technology. Their task is to create a logo that captures the company's spirit and works across different formats, such as on paper, signs, windows, and Web pages. This program follows the entire process, from sitting down with the client to determine the mission, to brainstorming and pitching proposals, to unveiling the finished product. 15 minutes.						
<b>Resources@MCCE - BE VIDEO 54 - Communication Skills for the Workplace</b> , HRM Human Relations Media, MT KISCO, NY, HRM HUMAN RELATIONS MEDIA, 2000. Includes guide. By viewing this video and working on the activities in this Teacher's Resource Book, your students will learn valuable techniques to help them communicate effectively. 27:42 minutes.						