

GRAPHICS

Career Trading Cards

Overview

GOAL: Create career cards in the format of sports trading cards.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Import graphics from various sources (e.g., software-specific library, other applications, Internet). E1	CA3, 2.7	Create eight career-related cards from information researched on the Internet. Place four cards per 8 ½ x 11 sheet. Add background color, create borders and save as JPEG and/or GIF files. Link as needed to related career information. Identify each career card with a label.	Use the <i>Career Trading Cards</i> assessment to evaluate the cards on layout and design, inclusion of information on careers, graphics and text usage, front and back placement of information, and correct and accurate copy.
Manipulate graphics (e.g., resizing, cropping, scaling, rotating). E2	CA3, 2.7		
Edit graphics (e.g., color, filters, tints). E3	CA3, 2.7		
Determine appropriate file formats (e.g., bmp, tif, jpeg, gif, pict.eps). E6	CA3, 2.7		
Create a text block. C1	CA1, 2.1, CA3, 2.7		
Set guttering. B3	CA3, 2.7		
Proofreading and correct errors. C8	CA1, 2.1		

Activity originally developed by Rose Ann Cole; adapted and used with her permission.

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Teaching Points

Overview

Many options are available to investigate career choices that match a person's skills, potential, and personality. This assignment allows students to investigate career choices and use desktop publishing and multimedia skills to show how creatively the information can be displayed.

Content Review

Review the following with students:

1. Career choices in business and related fields
2. Layout and design for sports trading cards
3. The Internet as a research tool
4. Grab area for printing/printer

Activity Preparation

Demonstrate importing graphics from various locations, creating graphics from scratch, and modifying existing graphics.

Have students locate sports trading cards or the teacher can provide a set to use for display.

Review with students how to use the Internet/Web and/or other sources to research careers.

Practice layout and design of desktop publishing projects, especially using various sized papers, gutters, headings and subheadings for categories of information, and placement when using columns.

Review procedures for placement of information to match front with back, especially during printing process. Allow for grab space of printer when printing on box and sides.

Resources

Supplies needed for the activity:

Desktop publishing software
Printer (color printer preferred)
Paper
Scissors or paper cutter
Laminating materials

Internet connection

Web sites (and/or key words to use for search):

www.careers.com

www.monster.com

<http://stats.bls.gov/oco/>

Bureau of Labor Statistics: The *Occupational Outlook Handbook* (OOH) should also be available in the library

<http://www.works.state.mo.us>

Missouri Works, an employment database

<http://www.acinet.org/acinet/>

America's Career InfoNet

Key words: *careers, personality inventory, trading cards, Occupational Outlook Handbook*

Books, articles, and other resources:

Braveheart, R. (2003). *Adobe PageMaker 7.0 basics*. Boston, MA: Thomson Course Technology.

Lee, L. (2002). *Introducing Adobe Photoshop elements*. Upper Saddle River, NJ: Que/Sams (Prentice Hall).

Proot, K. (2003). *Adobe PageMaker 7.0 – Illustrated*. Boston, MA: Thomson Course Technology.

Reding, E. (2004). *QuarkXPress 5 – Design professional*. Boston, MA: Course Technology.

Obtain the following books, videos, and other materials from Resources@MCCE

<http://www.resources.mcce.org>.

Career Path Planner for Secondary Students; Missouri's Career Path Series

Desborough, Kristin

Book – 1. Explore career paths and your personality, and identify a career focus. 2. Develop skills to reach your career goals. 3. Make plans to pursue your career path interests

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COLUMBIA, MO, INSTITUTE FOR WORKFORCE EDUCATION, 1998.

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Assignment

Activity Preparation and Assignment

1. Use the Web to research information for eight business careers or related fields for career cards. Prepare cards similar to sports trading cards with imported graphics and pictures on one side and information about the eight careers/positions selected on the other. Document “credits” on each card for graphics and career information in a smaller font.
2. Use either a digital camera or scanner or capture an image for each career trading card. The career card presentation should also contain correct labels – name/title of career. Some categories of information to include are salary, salary range, and other pertinent salary information; entry-level positions, positions available, and outlook (positions forecasted); education requirements; skills; etc.
3. Use proportional text-to-graphics layout and design by resizing graphics as needed and using an appropriate type face and font size for headings (positions), subheadings (categories of information), and paragraph information.
4. Print the cards front and back on 8 ½ x 11 inch paper (4 cards per sheet) and laminate. Cut the cards if directed by the instructor. Submit for evaluation.

Resources

Web sites (and/or key words to use for search):

www.careers.com

www.monster.com

<http://stats.bls.gov/oco/>

Bureau of Labor Statistics: The *Occupational Outlook Handbook* (OOH) or hard copy from the library

<http://www.works.state.mo.us>

Missouri Works, an employment database

Key words: Use key words associated with careers in the search box on Web engines or Web sites where career information can be located.

Student _____

Due Date _____

Date Submitted _____

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Assessment

Directions:

Evaluate the degree to which criteria are met in each category on a scale of 10 (high) to 0 (low or not present).

Criteria	10-9 Points	8-7 Points	6-5 Points	4-0 Points
Content (10) <input type="checkbox"/> Business careers or related fields (eight) <input type="checkbox"/> Salaries (range, entry, advancement) <input type="checkbox"/> Outlook <input type="checkbox"/> Education <input type="checkbox"/> Requirements <input type="checkbox"/> Credit(s) provided <input type="checkbox"/> Other/etc.	All criteria met	Five criteria met	Four criteria met	Three criteria met
Graphics (10) <input type="checkbox"/> Appropriate for career <input type="checkbox"/> Manipulated to scale <input type="checkbox"/> Color, tint, filtered for best effect <input type="checkbox"/> Credit(s) provided <input type="checkbox"/> Appropriate file format used	All criteria met	Four criteria met	Three criteria met	Two criteria met
Layout and Design (10) <input type="checkbox"/> Type size and style by categories <input type="checkbox"/> Layout in proportion to graphics, text, textboxes <input type="checkbox"/> White space usage <input type="checkbox"/> Gutter <input type="checkbox"/> Front-to-back placement <input type="checkbox"/> Creative and attractive display of information	All criteria met	Three criteria met	Two criteria met	One criterion met
Subtotal				
<i>Deduct 1 point for each uncorrected error =</i>				
Total Points =				