Colorado CTE

Printing/Publishing (2015): Grades 9, 10, 11, 12, Higher Education

Adopted 2015

Analyze and explain the foundations in visual communication as related to current industry standards and trends. COPP.01

01. **Understand the principles and elements of art and design.** COPP.01.01
    a. Explore line, shape, form, color, texture, balance, unity, variety, emphasis, movement and proportion as related to visual communication. COPP.01.01.A
    b. Understand and analyze principles of color theory: color schemes, relationships and symbolism. COPP.01.01.B
    c. Utilize layout and typography design principles. COPP.01.01.C
    d. Create multiple solutions to problems by applying principles and elements in the production of visual designs. COPP.01.01.D

02. **Use available tools and techniques.** COPP.01.02
    a. Identify industry related tools and equipment. COPP.01.02.A
    b. Utilize a variety of tools and techniques in traditional and experimental ways. COPP.01.02.B
    c. Employ digital literacy skills. COPP.01.02.C

03. **Apply historical and cultural context as related to visual communication.** COPP.01.03
    a. Investigate communication throughout historical and cultural contexts, intents and meanings. COPP.01.03.A
    b. Evaluate and analyze historical styles in relationship to contemporary trends. COPP.01.03.B

Understand and demonstrate technology and process related to printing and publishing. COPP.02

01. **Demonstrate the planning process.** COPP.02.01
    a. Implement design cycle. COPP.02.01.A
    b. Apply tools and skills to plan workflow (i.e. time management, business cycle, pricing.) COPP.02.01.B
    c. Investigate to gather information necessary for decision making. COPP.02.01.C
    d. Employ ongoing reflective strategies during the design process. COPP.02.01.D

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02. Apply project implementation. COPP.02.02

a. Demonstrate competency in traditional and new art media to apply appropriate technology for the expression of ideas. COPP.02.02.A

b. Follow design cycle to create projects. COPP.02.02.B

c. Assess the usage of elements and principles in the design. COPP.02.02.C

d. Decide appropriate presentation materials. COPP.02.02.D

e. Prepare artwork for print production. COPP.02.02.E

f. Utilize traditional, digital and emerging technologies to publish work. COPP.02.02.F

03. Understand and apply finalization techniques. COPP.02.03

a. Finalize printed materials for presentation (i.e. binding, finishing). COPP.02.03.A

b. Archive artworks for portfolio. COPP.02.03.B

Know and understand the scope of career opportunities and qualifications in the Printing/Publishing industry to build an understanding of career opportunities and options. COPP.03

01. Investigate career opportunities. COPP.03.01

a. Identify possible career options. COPP.03.01.A

b. Compare and contrast current careers. COPP.03.01.B

c. Identify the training and qualifications necessary for career pathways. COPP.03.01.C

d. Evaluate future occupational outlooks. COPP.03.01.D

e. Develop personal career plan. COPP.03.01.E

02. Cultivate necessary workplace skills. COPP.03.02

a. Identify and demonstrate positive work behaviors and personal qualities necessary for the current workforce (i.e., Critical Thinking, Information Literacy, Collaboration, Self Direction, Invention. COPP.03.02.A