



***Department of Teaching & Learning***  
***Parent/Student Course Information***

***Communications Technology Program***  
***Graphic Communications***  
***(TE 8438)***  
***Grades 10 - 12***  
***One Credit, One Year***

*Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.*

**COURSE DESCRIPTION**

The courses in engineering and technology provide opportunities for students to acquire skills and knowledge necessary for technological literacy, entry-level careers and lifelong learning. Students learn Virginia's 21 Workplace Readiness Skills within the content area. Those who are completing a two-year sequence have the opportunity to verify their knowledge of the workplace readiness skills through an industry assessment. Graphic Communications Course activities include color/digital photography, computer systems, scanning and the imaging processes. Graphic Communications is designed for students who are interested in careers in information handling, web page design, TV/video production, multi-media communications and advertising. Students develop competencies in design and layout, composition and assembly, film conversion, image applications, message transfer and print production.

**CERTIFICATION**

Students successfully completing the Communications Technology Program of Study will be preparing for the Adobe Photoshop CS5 certification and the NOCTI Digital Design Industry Credential.

**STUDENT ORGANIZATION**

Technology Student Association (TSA) is a co-curricular organization for all students enrolled in engineering and technology courses. Students are encouraged to be active members of their youth organization to develop leadership and teamwork skills and to receive recognition for their participation in local, regional, state and national activities.

**PREREQUISITE**

Photography and Printing, and Computers and Communications Technology

**OPTIONS FOR NEXT COURSE**

None

**REQUIRED STUDENT TEXTBOOK**

*Graphic Communications: The Printed Page*

## COMPETENCIES FOR GRAPHIC COMMUNICATIONS

### **Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills**

- 1 Demonstrate positive work ethic.
- 2 Demonstrate integrity.
- 3 Demonstrate teamwork skills.
- 4 Demonstrate self-representation skills.
- 5 Demonstrate diversity awareness.
- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate creativity and resourcefulness.

### **Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills**

- 8 Demonstrate effective speaking and listening skills.
- 9 Demonstrate effective reading and writing skills.
- 10 Demonstrate critical-thinking and problem-solving skills.
- 11 Demonstrate healthy behaviors and safety skills.
- 12 Demonstrate an understanding of workplace organizations, systems and climates.
- 13 Demonstrate lifelong-learning skills.
- 14 Demonstrate job-acquisition and advancement skills.
- 15 Demonstrate time-, task- and resource-management skills.
- 16 Demonstrate job-specific mathematics skills.
- 17 Demonstrate customer-service skills.

### **Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills**

- 18 Demonstrate proficiency with technologies common to a specific occupation.
- 19 Demonstrate information technology skills.
- 20 Demonstrate an understanding of Internet use and security issues.
- 21 Demonstrate telecommunications skills.

### **Examining All Aspects of an Industry**

- 22 Examine aspects of planning within an industry/organization.
- 23 Examine aspects of management within an industry/organization.
- 24 Examine aspects of financial responsibility within an industry/organization.
- 25 Examine technical and production skills required of workers within an industry/organization.
- 26 Examine principles of technology that underlie an industry/organization.
- 27 Examine labor issues related to an industry/organization.
- 28 Examine community issues related to an industry/organization.
- 29 Examine health, safety and environmental issues related to an industry/organization.

### **Addressing Elements of Student Life**

- 30 Identify the purposes and goals of the student organization.
- 31 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 32 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 33 Identify Internet safety issues and procedures for complying with acceptable use standards.

### **Exploring Information and Graphic Communications Technology**

- 34 Define information and graphic communications technology and terminology.

- 35 Demonstrate computer proficiency and file management.
- 36 Research the history and development of information and graphic communications.
- 37 Analyze the cultural and environmental impacts of information and graphic communications.

**Research careers related to information and graphic communications.**

- 38 Applying Information and Graphic Communications Technology Processes
- 39 Demonstrate mathematical concepts applied toward layout and chemical processes.
- 40 Apply the conceptual design process and the principles of graphic design to a printed and/or digital project.

**Evaluate and select appropriate multimedia software for a given application.**

- 41 Apply appropriate multimedia software for a given application.
- 42 Generate and edit images and text for digital and printed applications.
- 43 Produce interactive multimedia presentations.
- 44 Apply various printing procedures to produce graphic products.
- 45 Integrate two or more digital and print media into an information and graphic communications application.

**Engineering Solutions for Information and Graphic Communications Systems**

- 46 Apply a problem-solving model to an information and graphic communications problem.
- 47 Explore the role of invention and innovation and experimentation in the advancement of information and graphic communications.

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Produced by the Department of Media and Communications for the  
Department of Teaching and Learning.  
For further information please call (757) 263-1070.

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To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/ Executive Director of Student Support Services at (757) 263-1980,

2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at [Charles.Hurd@vbschools.com](mailto:Charles.Hurd@vbschools.com).

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