



# School District No. 34 (Abbotsford) Board Authorized Course Rubric



Course Name: VINYL GRAPHICS & DIGITAL IMAGING Developed By: D. LIVERSIDE  
 School: ELIJAH  
 Principal: DES MCKAY

1. Course Name:

- Not the same as any other Ministry Authorized course.
- Includes grade level 10,11,12 in the course name.

Comments:

2. Grade level

- Level of Instruction is appropriate for the grade level of the course.

Comments:

3. Number of credits

- 30 hours of instruction for each credit.
- 100 – 120 hours = 4 credits

Comments:

4. Course Synopsis

- Course synopsis accurately describes the course described

Comments:

5. Rationale

- Rationale answers the question: Why it is important for students to take this course.

Comments:

6. Organizational Structure

- Curriculum organizers
- Units
- Learning outcomes
- Instruction and assessment
- Time allotments

Comments:

7. Learning Outcomes:

- Appropriate stem: *It is expected that students will...*
- Appropriate for the age or grade range for which they are intended
- Understandable by students, parents, and educators
- Observable or measurable (readily apparent when a student has met the expectation)
- Clearly stated in terms of what will be expected of students
- Supportive of a range of instructional and assessment strategies

Comments:

8. Instructional Component

- Appropriate balance of various learning outcomes
- Variety of approaches, including both innovative and "tried and true"
- Activities that draw from and build on prior learning
- Various learning styles
- Activities that are transferable to other contexts

Comments:

9. Assessment Component:

- Includes both formative and summative assessment
- Tracks student progress and provides students with feedback
- Is Fair
- Is consistent with Provincial Policy
- Assessment strategies will yield appropriate assessment information.
- Assessment strategies reflect a balance of learning outcomes.

Comments:

10. Learning Resources:

- Age Appropriate
- Support Learning outcomes
- Major learning resources are listed.

Comments:

Recommended as submitted

Yes

No

Changes required before recommendation:

Rejected for the following reasons:

Recommended following required changes:

Yes

No

Date:

FEB 11/04

*Dr. Rama*  
Reviewer's Signature

*[Signature]*  
BAA Committee Chairman's Signature

Date approved by the Board of School Trustees:

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# Vinyl Graphics & Digital Imaging 11



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**District Name:** Abbotsford – School District 34

**District Number:** School District 34

**Developed by:** David Liversidge

**Date Developed:** January 2004

**School Name:** W.J. Mouat Secondary School

**Principal's Name:** Des McKay

**Board/Authority Approval Date:** APR - 5 2004

**Board/Authority Signature:**

**Course Name:** Vinyl Graphics & Digital Imaging

**Grade Level of Course:** 11

**Number of Course Credits:** 4

**Number of Hours of Instruction:** 120

**Prerequisite(s):** None

**Special Training, Facilities or Equipment Required:** Computer lab equipped with vinyl cutter, wide format digital printer & suitable software for sign design and development. Teacher must have extensive knowledge in the sign & graphics industry, knowledge of design software applications, application of vinyl graphics and digital images. The teacher should have a firm understanding of the business side of the industry as well as have close industry ties to suppliers, places of work and businesses. The classroom should be equipped with or have access to equipment found in a sign shop and should be set up as such with design space, layout space, and a production room.

**Course Synopsis:** The Vinyl Graphics & Digital Imaging course teaches the students about the sign making industry. Using state of the art equipment students will learn the software, materials, application processes and processing technology used today to produce vinyl graphics & digital images. Student will be involved with real life processes in designing and making graphics for companies. These graphics will be produced as banners, posters, vehicle graphics, stickers, window decals, print media etc.. For students wishing career prep opportunities there are a lot of options available, also certification in the software and application processes are available from industry representatives.

**Rationale:** New technologies in the sign making industry have prompted industry growth. This growth has created sign shops, graphics studios and digital production businesses throughout urban areas. At one time this was a specialised industry with few craftsman to do the labour, however computer technology has put sign making into small business, has been incorporated into larger companies and is affordable. The public demand is there, however there are no post secondary training facilities available anywhere in Canada. Very few high schools have the equipment and the ability to teach this new technology. At W.J. Mouat we have been teaching vinyl sign making for several years, and have most recently taught it as a 4-credit course. The demand for trained students has been growing, in order to keep up with technology and the industry we have created a business relationship / partnership with CADLink and TACA (suppliers & manufactures of equipment, supplies and software). There is a need in the industry for trained workers in this field, the students taking this program are not only trained in how to create these vinyl graphics but how to install, apply, sell, order materials etc.. The students leaving this class will have a firm understanding of the industry and will have very employable skills, skills that would make them employable directly after graduation.

**Organizational Structure:**

Unit/Topic	Title	Time
Unit 1	Introduction to the technology	15
Unit 2	Sign Lab Basics	25
Unit 3	Creating a business portfolio	30
Unit 4	Advanced SignLab	25
Unit 5	Professional work	25
<b>Total Hours</b>		<b>120 Hours</b>

## **Unit/Topic/Module Descriptions:**

### **Unit 1: Introduction to the Technology**

This unit is intended to give the student an understanding of the technology in the industry, learn the language of the industry and get hands on experience with making some simple vinyl graphics.

At the end of this unit the student will be able to:

- Identify uses and application for vinyl graphics in today's society
- Know the tools and terminology for the industry
- Create their first vinyl graphic sticker, completing the entire process of design, cutting, weeding & applying their decal to a substrate material.
- Set up the vinyl cutters properly to accept their media and prepare for cutting.

### **Unit 2: Sign Lab Basics**

This unit will cover the basics of the software package Sign Lab. The students will complete several small assignments after a demonstration and following a tutorial to develop their skill in creating vinyl graphics.

At the end of this unit the students will be able to:

- Create text, customise text, fit text to paths
- Use kerning, skew, slant and other advanced text tools
- Create simple shapes
- Create customised shapes & borders
- Create simple signs using one color
- Use editing features such as erase, group, ungroup, combine, break apart
- Understand and use the order feature for developing multi-layered objects
- Design, cut, and assemble an overlay image

### **Unit 3: Creating a Business Portfolio**

In this unit the student will be involved in using their acquired skill to create their own business. The students will need to create a logo and use that logo on signage, banners and advertising media.

At the end of this unit the students will be able to:

- Design a company logo
- Create a banner using that logo advertising a store opening
- Create a point of sale / advertising poster
- Create an hours of operation sign
- Create store front signage
- Create a bumper sticker or a advertising sticker suitable for mass production
- Compile a portfolio of their acquired skills using Sign Lab and the vinyl cutters

#### **Unit 4: Advanced SignLab**

In this unit the student will learn some of the advanced features of Sign lab. These features include advanced editing commands, advanced design processes, and use of the cost estimating & material inventory database.

At the end of this unit the student will be able to:

- Distinguish between a Raster image and a vector image
- Use the trace command to convert a raster image to a bitmap image
- Use advanced features such as weld, and the ginsu knife
- Edit images using the node editing features
- Use group / ungroup and combine / break
- Use outline / inline and cut contour
- Use advanced features to create shadows and add perspective
- Incorporate clipart images into their designs
- Cut / create and apply various images on a variety of substrates

#### **Unit 5: Professional work:**

In this unit student will be assigned project for community based groups that have asked for some signage or the student will have the opportunity to create some of their own signs for their parents, relatives, friends etc. The focus of this unit is for the student to work with a client, create a graphic and complete that graphic within a time frame and budget.

At the end of this unit the students will be able to:

- Work with a client
- Create a design solution that works for the client
- Estimate costs
- Create the signage, applying to substrate media as required
- In some cases install the signage
- Create a bill of sale
- Solve any problems associated with design implementation & application

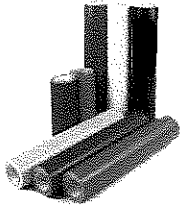
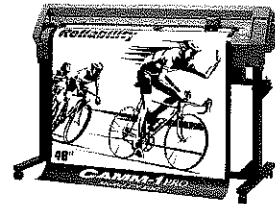
**Instructional Component:** Students will be taught in a hand on, practical based environment. Students are encouraged to work in-groups and are expected to keep the level of professionalism high. Students will be demonstrated how to do specific tasks and then expected to illustrate their knowledge by producing similar work through a tutorial and an assignment. The student will be involved in all aspects of the projects, from the computer design to the final installation of any signs created. The focus of the class is the development of skills and the student must have the opportunity to create it, cut it out, weed it, and apply it. Student that succeed in this class are those that participate at all levels of the design production. The practical nature of this course is essential to the students learning the skills necessary for a job in the sign making industry.

**Assessment Component:** Students will be marked in accordance with school district policy and marks will be assigned on the following basis:

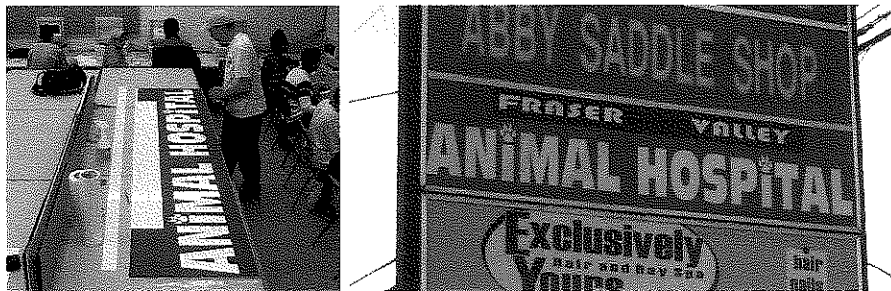
Assignments / Tutorials -	40%
Projects -	50%
Participation -	10%

**Learning Resources:** There are very few resources available, as there is no formal training for this technology anywhere in Canada. So as a result most of the course content is teacher developed using the available information. There are some industry-based videos that will be used and presentations from industry representatives as per our partnership agreement. There is also the opportunity for field trips and Co-operative work experience placements.

**Additional Information:** Vinyl Graphics & Digital Imaging at present a dynamic, changing area. Industry is rapidly changing to incorporate the new technologies – Solvent based print cut machines Computer Assisted Sign making, Laser Engraving, different imaging software and the use of new materials technology enhance the tools of the sign maker. Gone are the days of the painted sign and here today is advanced technologies aiding in the creativity and production of signs. The fields available within the sign making area are many, ranging from vinyl cut signs, digital printed signs, vehicle wraps, laser engraving, CNC routing, light boxes, back lit signs, banners, posters, advertising media etc...



The students in Vinyl Graphics & Digital Imaging program will be given an overview of as many areas of the broad spectrum of the sign making field. They will be given a firm grounding in the basics of the industry as a basis for further study or to enable them to understand the industry they may choose to work in. The brief outline given is just an overview of the core of the course - the possibilities for going beyond the basic outline are tremendous. Students are encouraged to develop their interests in the class and to try to integrate the skills, techniques, and technology shown in other areas of their studies. We are fortunate at Mouat to have been sponsored by **CADLINK** and have the support of several leading industry representatives. I look forward to teaching this program and the exciting possibilities that exist – together we will all learn a great deal.



*Before and after picture of some "Professional" work by Darren Kolff*