



Digital Printing I & II Course Syllabus (Full-Year Program)

Course Title: Digital Printing I & II (CTE)

Program CIP Code: 10.0200.20

Course Length: One Academic Year (180 days)

Class Schedule: 3 hours daily (approximately 540 instructional hours)

Grade Levels: 9–12

Prerequisites: None

Instructor: _____

School: _____

This syllabus aligns with the Arizona Department of Education Digital Printing Technical Standards, Blueprint for Instruction and Assessment, Instructional Framework, and Arizona CTE Professional Skills Standards and Rubrics. Students will develop industry-level skills in digital printing, graphic production, color management, print workflow, business operations, and workplace professionalism.

Course Description

Digital Printing prepares students for careers in commercial printing, graphic communications, advertising, publishing, and production management. Students will learn to design, prepare, produce, finish, and distribute printed products using industry-standard software and equipment.

Students will gain experience using:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Digital presses and printers
- Large-format printers
- Scanners and finishing equipment
- Color management systems
- File management systems

Students completing the course will develop portfolios and may pursue industry certifications such as Adobe Certified Professional credentials.

Course Objectives

By the end of the school year, students will be able to:

1. Analyze the digital printing industry and its role in the economy.
2. Apply ethical and legal principles to print production.
3. Demonstrate professional workplace behaviors.
4. Operate industry-standard printing technologies.
5. Use Adobe software to create professional designs.
6. Analyze and manage color systems.
7. Select appropriate substrates and materials.
8. Prepare digital files for production.
9. Create proofs and evaluate quality.
10. Manage print production workflows.
11. Use finishing and fulfillment techniques.
12. Estimate production costs and timelines.
13. Apply workplace safety procedures.
14. Collaborate effectively in production teams.
15. Build a professional portfolio.

These objectives align with Arizona's Digital Printing Technical Standards.

Arizona Blueprint Domains

The course follows the Arizona Blueprint for Instruction and Assessment.

Domain	Instructional Time
Production Process	40–50%
Digital Skills	25–35%
Communication Skills	10–15%
Practice and Ethics	5–10%

Yearly Scope and Sequence

Quarter 1: Foundations of Digital Printing (Weeks 1–9)

Unit 1: Industry Overview

- History of printing
- Career pathways
- Industry terminology
- Printing business models
- Economics of print production

Unit 2: Ethics and Legal Issues

- Copyright
- Intellectual property
- Fair use
- Licensing
- Confidentiality

Unit 3: Professional Skills

- Communication
- Collaboration
- Time management
- Problem solving
- Professional conduct

Unit 4: Safety

- Shop safety
- Chemical handling
- Equipment safety
- OSHA principles

Projects

- Safety certification
 - Industry career presentation
 - Print ethics case study
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Quarter 2: Digital Design and Production (Weeks 10–18)

Unit 5: Adobe Creative Cloud

- Photoshop fundamentals
- Illustrator fundamentals
- InDesign fundamentals
- Typography
- Layout principles

Unit 6: Color Management

- RGB vs CMYK
- Pantone systems
- Color correction
- Calibration
- Color psychology

Unit 7: File Preparation

- Resolution
- Bleeds and margins
- Image formats
- File packaging
- Export settings

Projects

- Business card design
 - Flyer production
 - Poster campaign
 - Logo package
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Quarter 3: Print Production Workflow (Weeks 19–27)

Unit 8: Printing Technologies

- Inkjet systems
- Laser systems
- Wide-format printing
- UV printing
- Dye-sublimation

Unit 9: Substrates

- Paper types
- Vinyl
- Fabric
- Specialty media
- Material handling

Unit 10: Proofing

- Soft proofing
- Hard proofing
- Color matching
- Quality control

Projects

- Banner production
 - T-shirt transfer
 - Sticker package
 - Event signage
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Quarter 4: Finishing, Business, and Portfolio (Weeks 28–36)

Unit 11: Finishing Techniques

- Cutting
- Folding
- Laminating
- Binding
- Packaging

Unit 12: Job Estimation

- Material costs
- Labor costs
- Time estimates
- Profit calculations
- Customer quotes

Unit 13: Entrepreneurship

- Customer service
- Branding
- Marketing
- Invoicing
- Small business practices

Unit 14: Capstone Project

Students complete a full print-production cycle:

- Meet with a client
 - Create designs
 - Produce proofs
 - Print final products
 - Package products
 - Deliver finished work
 - Present portfolio
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Weekly Schedule (3-Hour Block)

Time	Activity
20 minutes	Bell work and review
45 minutes	Direct instruction
90 minutes	Hands-on production
15 minutes	Break
30 minutes	Team collaboration
20 minutes	Reflection and cleanup

Arizona CTE Professional Skills Standards Integration

The following professional skills are embedded throughout the course:

Standard 1: Complex Communication

- Client meetings
- Presentations
- Critiques

Standard 2: Collaboration

- Production teams
- Shared projects
- Peer reviews

Standard 3: Thinking and Innovation

- Problem solving
- Design thinking
- Creative development

Standard 4: Technical Skills

- Equipment operation
- Software mastery
- Production processes

Standard 5: Professionalism

- Attendance
- Ethics
- Responsibility

Standard 6: Intergenerational and Cross-Cultural Competence

- Diverse audiences
- Inclusive design
- Community projects

Standard 7: Leadership

- Team management
 - Project leadership
 - SkillsUSA participation
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Major Projects

Students will complete:

1. Business card package
 2. Event flyer campaign
 3. Large-format banner
 4. Magazine layout
 5. School marketing materials
 6. T-shirt design
 7. Community print project
 8. Portfolio website
 9. Entrepreneurial print proposal
 10. Senior capstone project
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Assessment Breakdown

Category	Percentage
Daily assignments	20%
Projects	35%
Quizzes and tests	15%
Professional skills rubric	15%
Portfolio	10%
Final capstone	5%

Assessment Methods

Student mastery will be measured through:

- Technical Skills Assessments (TSA)
- Adobe project rubrics
- Skills demonstrations
- Portfolios
- Production logs
- Professional Skills rubrics
- Client feedback
- Team evaluations
- Self-reflections

Arizona's Technical Skills Assessments are used to evaluate end-of-program competency.

Equipment and Software

Students will use:

- Adobe Creative Cloud
- Microsoft Office
- Color laser printers
- Wide-format printers
- Scanners
- Laminators
- Paper cutters
- Finishing equipment
- Cloud storage systems

Arizona recommends Adobe Creative Cloud, digital printers, scanners, and finishing equipment for Digital Printing programs.

Classroom Expectations

Students are expected to:

- Arrive on time.
 - Maintain professional behavior.
 - Follow safety procedures.
 - Respect equipment.
 - Meet deadlines.
 - Work collaboratively.
 - Keep work areas clean.
 - Practice ethical conduct.
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Career Pathways

Potential careers include:

- Graphic designer
 - Print production specialist
 - Press operator
 - Marketing designer
 - Print technician
 - Production manager
 - Copy and print associate
 - Art director
 - Entrepreneur
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Industry Credentials

Students may pursue:

- Adobe Certified Professional
 - SkillsUSA competitions
 - Work-based learning opportunities
 - Internship experiences
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Arizona Resources

Additional curriculum resources are available from:

- [Arizona Digital Printing Program Page](#)
- [Blueprint for Instruction and Assessment](#)
- [Arizona CTE Programs and Standards](#)

This course aligns with the Arizona Department of Education Digital Printing program requirements and the Communication Media Technologies instructional framework.