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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 1 | Thursday, 8/7 | Introduction to BHS Graphic Communication Class | Student classroom/lab orientation  | Familiarize the students with class/lab policies, procedures, rules, teacher expectations, and assessments. Review course description and present a general curriculum plan for the semester | Introduction to BHS Graphic Communication Class |
| Friday, 8/8 | Overview of the Graphic Communications Industry | Students will understand the general function and operation systems used in the Industry. | Illustrate through discussions and internet research (web links/online textbook):1. The role of graphics in the free enterprise system.
2. Print markets and types of print businesses.
3. Printing’s ranking among other manufacturing industries.
4. The major printing processes: flexography, gravure, lithography, screen printing, and digital.

The advantages and disadvantages of each major printing process. | 1. NS-I-1-A2. NS-I-1-B3. NS-I-1-C4. NS-I-1-D5. NS-I-1-E |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 2SLO Pre-TestsThis Week! | Monday, 8/11 | Overview of the Graphic Communications Industry (cont.) | Students will understand the products produced form various processes, production flow and major occupations. | 1. Typical products produced by each major process.
2. Typical business flow of printing from initial concept to finished product.
3. Typical technical production flow from idea to finished product.

Identify these major occupations in the graphic communications industry and describe the basic training needed for each: sales representative, customer service representative, prepress technician, press operator, bindery operator, and, management personnel. | 6. NS-I- 1-F7. NS-I-1-G8*.* NS-I-1-H9. NS-I-1-I |
| Tuesday, 8/12 | Overview of the Graphic Communications Industry (cont.) | Students will understand equipment used in basic commercial productionand the types of companies that employ people with those skills and knowledge | Illustrate through discussions and internet research (web links/online textbook):10. Identify and describe basic production equipment used in a commercial printing plant, including: computer workstation;proofing device; platesetter; scanner; offset press; digital press; paper cutter;folder; saddle stitcher; perfect binder; paper padder; and, paper drill. 11. Identify the types of major companies that employ people with graphic communications skills, including: commercial printers; in-plant printers; book printers; packaging, label and wrapper printers; catalogs and directories printers; direct mail printers; business forms printers; financial and legal printers; inserts and coupon printers; magazine and periodical printers; trade binderies; and, pre-press services. | 11. NS-1- L |
| Wednesday, 8/13 | Overview of the Graphic Communications Industry (cont.) | Students will understand the function and interpret a job ticket and identify/describe industry associations/organizations | 12. Read and interpret production information on a job ticket.13. Identify these major printing industry associations: National Association for Printing Leadership (NAPL);Printing Industries of America (PIA) and the local PIA affiliate; Flexographic Technical Association (FTA);Specialty Graphic Imaging Association (SGIA); and, AIGA, the professional association for design | 12. NS-1- M13. NS-1- N |
| Thursday, 8/14 | Overview of the Graphic Communications Industry (cont.) | Students will understand copyright laws, security requirements and an observe a printing operation | 14. Define counterfeiting and copyright laws.15. Describe the need for security within printing companies and the products they produce.16. Observe a commercial printing operation (virtual) and identify the production departments. | 14. NS-1- O, AAVTC-IGD-4-4.1,4.2,4.315. NS-1- P16. NS-1- Q |
| Friday, 8/15 | SLO Pre-Test |  |  |  |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 3 | Monday, 8/18 | Employability Skills required by the Industry | Students will understand Job Application and Interpersonal Skills | 1. Describe work ethics that should be exhibited by employees in the graphic communications industry2. Demonstrate how to locate job listings through a variety of sources (e.g., Internet, job boards, help3. Read and interpret the content of want ads and job postingswanted ads, job fairs, agencies, etc.). | 1. NS-11 A2. NS-11 B3. NS-11 CAAVTC-IGD-1 |
| Tuesday, 8/19 | Employability Skills | Students will understand Job Application and Interpersonal Skills | 4. Write a personal resume that includes three references.5. Write a cover letter to obtain a job in the graphic communications industry.6. Read and complete an employment application form. | 4. NS-11 D5. NS-11 E6. NS-11 F |
| Wednesday, 8/20 | Explore careers in the field of Graphics  |  | 7. Describe ways to prepare for a successful job interview.8. Prepare for a job telephone interview by participating in a mock interview conducted by a teacher,parent, or another student. | 7. NS-11 G8. NS-11 HAAVTC-IGD-2AAVTC-IGD-3 |
| Thursday, 8/21 | Explore careers in the field of Graphics |  | 9. Describe the reasons for job interview follow-up.10. Write a letter or email to follow-up a job interview | 9. NS-11 I10. NS-11 J |
| Friday, 8/22 | Explore careers in the field of Graphics |  | 11. Evaluate an employment benefits package.12. Compare job opportunities to include wages, benefits, and employment responsibilities. | 11. NS-11 K12. NS-11 L |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 4 | Monday, 8/25 | Explore careers in the field of Graphics |  | Cont. |  |
| Tuesday, 8/26 | Explore careers in the field of Graphics |  | Cont. |  |
| Wednesday, 8/27 | Explore careers in the field of Graphics | Students will examine the professional and ethical issues involved in the visual communications and design industries | 1. Identify basic copyright issues for graphic communications and design industries to include understanding the use of Creative Commons copyright. | 1. AAVTC-IGD-4.1 |
| Thursday, 8/28 | Explore careers in the field of Graphics | Students will examine the professional and ethical issues involved in the visual communications and design industries | 2. Explain the consequences of copyright infringement. | 2. AAVTC-IGD-4.2 |
| Friday, 8/29Early ReleaseProfessional Learning(1st, 2nd, 3rd, 5th)  |  | . |  |  |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 5 | Monday, 9/1 | **LABOR DAY HOLIDAY** |
| Tuesday, 9/2 | Explore careers in the field of Graphics | Students will examine the professional and ethical issues involved in the visual communications and design industries | 3. Explain ethics issues for the graphic communications and design industries. | 3. AAVTC-IGD-4.3 |
| Wednesday, 9/3 | Explore careers in the field of Graphics |  | Continue Item#3 above | AAVTC-IGD-4.4 |
| Thursday, 9/4 | Explore careers in the field of Graphics | Students will examine the professional and ethical issues involved in the visual communications and design industries | 1. Describe the job flow from initial customer contact to collection of payment | AAVTC-IGD-4.5 |
| Friday, 9/5 | Explore careers in the field of Graphics | Students will examine the professional and ethical issues involved in the visual communications and design industries | 2. Interpret basic business terms. | AAVTC-IGD-4.7 |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 6Benchmark Week #1(Friday) | Monday, 9/8 | Enviornmental Health, Safety and First Aid | Identify safety and health procedures utilized in the classroom/lab environment.  | 1. Identify location(s) and describe proper use of fire safety equipment in the facility.2. List safety rules involving flammable liquids. | 1. NS-2- A2. NS-2- BAAVTC-IGD-7  |
| Tuesday, 9/9 | Enviornmental Health, Safety and First Aid | Identify safety and health procedures utilized in the classroom/lab environment. | 3. List the steps to be taken in case of injury in the lab.4. Identify location(s) of first aid kit(s) and eye wash station(s).5. Read and interpret Material Safety Data Sheets (MSDS). | 3. NS-2- C4. NS-2- D5. NS-2- E |
| Wednesday, 9/10Performance EssayEnglishFine Arts | Enviornmental Health, Safety and First Aid | Identify safety and health procedures utilized in the classroom/lab environment. | 6. Describe protective safety equipment, if needed (e.g., gloves, goggles, ear plugs, lab dress, etc.).  | 6. NS-2- F |
| Thursday, 9/11 | Enviornmental Health, Safety and First Aid | Identify safety and health procedures utilized in the classroom/lab environment. | 7. Describe appropriate safety procedures to follow when operating equipment. | 7. NS-2- G |
| Friday, 9/12ELECTIVES BENCHMARK |  | . | Benchmark#1 Fall 2014 GCI |  |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 7BenchmarkWeek #1 | Monday, 9/15ENGLISH | Enviornmental Health, Safety and First Aid | Identify safety and health procedures utilized in the classroom/lab environment. | 9. Identify approved methods for disposing of waste materials. | 9. NS-2- I |
| Tuesday, 9/16MATH | Enviornmental Health, Safety and First Aid | Identify safety and health procedures utilized in the classroom/lab environment. | 10. List the steps to be taken in case of injury in the lab.4. Identify location(s) of first aid kit(s) and eye wash station(s).5. Read and interpret Material Safety Data Sheets (MSDS). | 10. AAVTC-IGD-6  |
| Wednesday, 9/17SCIENCE | Enviornmental Health, Safety and First Aid | Identify safety and health procedures utilized in the classroom/lab environment. | 11. Read, interpret, and follow instructions on warning labels.12. Identify the safety color code. | 11. NS-2- J12. NS-2- K |
| Thursday, 9/18SOCIAL STUDIES | Enviornmental Health, Safety and First Aid | Identify safety and health procedures utilized in the classroom/lab environment. | 8. Pass a general lab safety test. | 8. NS-2- H |
| Friday, 9/19Early ReleaseHomecoming(7th, 6th, 4th, 5th) |  |  |  |  |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 8 | Monday, 9/22 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 1. Measure linear dimensions for printing materials in inches and fractions of inches.2. Measure type in points and line length in picas.3. Examine and construct documents with multiple measurement systems used in the field (including inches and picas).  | 1. NS-9- A2. NS-9- B3. AAVTC-IGD-8 -3 |
| Tuesday, 9/23 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 4.Measure original images for reduction and enlargement using various methods to determine the percentage for final reproduction | 4. NS-9- C |
| Wednesday, 9/24GraduationWriting Test | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 1. Solve addition of whole number problems—two and three digits.2. Solve addition of fraction problems. | 1. NS-10- A2. NS-10- B |
| Thursday, 9/25 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 3. Solve addition of decimal problems—two and three digits.4. Solve subtraction of whole number problems—two and three digits.5. Solve subtraction of fraction problems. | 3. NS-10- C4. NS-10- D5. NS-10- E |
| Friday, 9/26 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 6. Solve subtraction of decimal problems—two and three digits.7. Solve multiplication of whole numbers—two and three digits.8. Solve multiplication of decimal problems—two and three digits. | 6. NS-10- F7. NS-10- G8. NS-10- H |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 9 | Monday, 9/29 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 9. Solve division of whole number problems—two and three digits10. Solve various problems that require dividing a given dimension in half. | 9. NS-10- I10. NS-10- J |
| Tuesday, 9/30 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 11. Solve division of decimal problems—two and three digits. | 11. NS-10- K |
| Wednesday, 10/1 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 12. Solve decimals to percent conversion problems. | 12. NS-10- L |
| Thursday, 10/2 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 13. Solve percent to decimal conversion problems. | 13. NS-10- M |
| Friday, 10/3 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 14. Solve basic ratio and proportion problems.15. Solve basic linear measurement problems. | 14. NS-10- N15. NS-10- O |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 10 | Monday, 10/6 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 16. Solve basic type calculation problems. | 16. NS-10- PAAVTC-IGD-9  |
| Tuesday, 10/7 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 17. Solve basic liquid measurement problems. | 17. NS-10- Q |
| Wednesday, 10/8Performance EssayMathPE | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 18. Solve basic paper cutting calculations. | 18. NS-10- U |
| Thursday, 10/9 | Measurements units and devices | Students will demonstrate proper usage of measuring units and devices.  | 18. Solve basic paper cutting calculations. | 18. NS-10- U |
| Friday, 10/10 | **STUDENT HOLIDAY****FACULTY AND STAFF PROFESSIONAL LEARNING DAY** |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 11 | Monday, 10/13 | **FALL HOLIDAY!** |
| Tuesday, 10/14 | Recognize and utilize basic paper types and sizes for output | Students will determine size, weight, quantities, type, and amount of paper necessary for fulfilling a job order.  determine size, weight, quantities, type, and amount of paper necessary for fulfilling a job order | 1. Determine size, weight, quantities, type. | 1. AAVTC-IGD-9-9.1  |
| Wednesday, 10/15PSATASVABCollege Fair | Recognize and utilize basic paper types and sizes for output |  | **2.**Determine amount of paper necessary for fulfilling a job order | 1. AAVTC-IGD-9-9.1  |
| Thursday, 10/16Early ReleaseProfessionalLearning(1st, 2nd, 3rd, 5th) |  |  |  |  |
| Friday, 10/17Early ReleaseProfessional Learning(7th, 6th, 4th, 5th) |  |  |  |  |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 12 | Monday, 10/20 | Digital File Preparation | Students will understand the necessary steps and concepts of file preparation. | 1. Identify professional prepress software applications and uses, including: page layout (QuarkXPress,InDesign); image editing (Photoshop); illustration (Illustrator); Portable Document Format (PDF)generation and editing (Acrobat, PitStop); and, imposition (Preps). | NS-3- AAAVTC-IGD-10AAVTC-IGD-14 |
| Tuesday, 10/21 | Digital File Preparation |  |  |  |
| Wednesday, 10/22Performance EssayScienceForeign Language | Digital File Preparation |  | 2. Describe the disadvantages of using office/home-based software for professional graphic purposes.3. Describe the difference between a raster image and a vector graphic image. | 2. NS-3- B3. NS-3- C |
| Thursday, 10/23 | Digital File Preparation |  | 4. List advantages/disadvantages of removable storage media. | 4. NS-3- D |
| Friday, 10/24 | Digital File Preparation |  | 5. Explain the significance of PDF as it pertains to the printing industry. | 5. NS-3- E |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 13 | Monday, 10/27 | Digital File Preparation |  | 6. Explain the difference between supplying PDF files versus native files for print.7. Identify various file formats and their extensions: .doc; .qxd; .pdf; .tif; .eps; .rtf; .raw; .jpg; .bmp; .txt;.indd; .psd; .ai; .pub; .html; .gif; .xls; .zip; .dmg; .png; .dng.8. Explain the purpose of a folding dummy.9. Explain the purpose of imposition. | 6. NS-3- F7. NS-3- G8. NS-3- H9. NS-3- I |
| Tuesday, 10/28 | Digital File Preparation  |  | 1. Demonstrate how to log on/boot-up, save, and print using a page layout program. 2. Demonstrate proper document set-up.  | 1 AAVTC-IGD-12.12.AAVTC-IGD-12.2 |
| Wednesday, 10/29 | Digital File Preparation |  | 3. Design and produce a document using desired fonts, formatting, margins, indents, tabs, gutters, header and footer, guides, trims, folds, and proper leading. 4. Demonstrate text alignment, element positioning, and rules of page design for printed matter  | 3 AAVTC-IGD-12.34.AAVTC-IGD-12.4 |
| Thursday, 10/30 | Digital File Preparation |  | 5. Identify the utilization of the elements of design including line, shapes, value, mass, space, texture, and color as they apply to basic design. 6. Understand the color wheel: primary, secondary, tertiary.  | 1 AAVTC-IGD-13.12.AAVTC-IGD-13.2 |
| Friday, 10/31 | Digital File Preparation |  | 7. Understand the use of color schemes, such as analogous and complementary colors. 8. Understand and apply the psychology of color in design.  | 3 AAVTC-IGD-13.34.AAVTC-IGD-13.4 |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 14BenchmarkWeek #2 | Monday, 11/3ELECTIVES |  |  | Benchmark # 2 |  |
| Tuesday, 11/4SOCIAL STUDIES | Identify and define the five elements incorporated in basic graphic designs and understand the application of effective color usage  | Studnets willunderstand and demonstrate how to design a page layout.  | 1. Demonstrate how to log on/boot-up, save, and print using a page layout program. 2. Demonstrate proper document set-up.  | 1 AAVTC-IGD-12.12.AAVTC-IGD-12.2 |
| Wednesday, 11/5ENGLISH | Identify and define the five elements | Studnets willunderstand and demonstrate how to design a page layout.  | 3. Design and produce a document using desired fonts, formatting, margins, indents, tabs, gutters, header and footer, guides, trims, folds, and proper leading. 4. Demonstrate text alignment, element positioning, and rules of page design for printed matter  | 3 AAVTC-IGD-12.34.AAVTC-IGD-12.4 |
| Thursday, 11/6MATH | Identify and define the five elements | Studnets willunderstand and demonstrate how to design a page layout.  | 5. Identify the utilization of the elements of design including line, shapes, value, mass, space, texture, and color as they apply to basic design. 6. Understand the color wheel: primary, secondary, tertiary.  | 1 AAVTC-IGD-13.12.AAVTC-IGD-13.2 |
| Friday, 11/7SCIENCE | Identify and define the five elements | Studnets willunderstand and demonstrate how to design a page layout.  | 7. Understand the use of color schemes, such as analogous and complementary colors. 8. Understand and apply the psychology of color in design.  | 3 AAVTC-IGD-13.34.AAVTC-IGD-13.4 |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 15 | Monday, 11/10 | Identify and define the five elements | Studnets willunderstand and demonstrate how to design a page layout.  | 9. Describe the strengths and weaknesses of TIFF, EPS, JPG, GIF, PDF, and PNG in a Postscript environment. 10. Create documents/images and demonstrate the ability to save as digital files. 11. Demonstrate how to place scanned graphics/photos into an existing page layout program.  | 9.AAVTC-IGD-14.110.AAVTC-IGD-14.211.AAVTC-IGD-14.3 |
| Tuesday, 11/11 | Identify and define the five elements | Studnets willunderstand and demonstrate how to design a page layout.  | 12. Produce digital files using appropriate DPI and PPI resolution for media. 4.AAVTC-IGD-14.4 | 12.AAVTC-IGD-14.4 |
| Wednesday, 11/12Performance EssaySocial StudiesCTAE | Performance Essay |  | .  |  |
| Thursday, 11/13 | 16.Identify and demonstrate the basic capabilities of page layout, raster-based photo manipulation, and vector-based software applications as they apply to the completion of graphic communications projects. 16.AAVTC-IGD-16.117. Define and identify the differences between raster- and vector-based software. 17.AAVTC-IGD-16.218. Demonstrate the ability to properly integrate text and images in a computer-generated page layout. 18.AAVTC-IGD-16.319. Demonstrate the ability to properly alter and enhance an image using a raster-based photo manipulation software application. 19.AAVTC-IGD-16.421. Demonstrate the ability to create a logo utilizing a vector-based software application 20.AAVTC-IGD-16.5 |
| Friday, 11/14 | 22. Define the terms “pictograms”, “ideograms”, “icons” and the distinctions between them and letterforms. 22.AAVTC-IGD-17.123. Outline the evolution of alphabet, punctuation, upper case letters, lower case letters, and ligatures as elements of typography and explain the effect of each in its development. 23.AAVTC-IGD-17.224. Identify and describe how current communication technologies impact emerging trends in typography. 24.AAVTC-IGD-17.3 |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 16 | Monday, 11/17 | Examine Bindery Operations | Students will demonstrate effective operations with bindery concepts and applications. | 1. Describe the differences between, and the advantages/disadvantages of: in-line; off-line; and, near-linefinishing.2. List basic paper types, weights, grades and classifications commonly used in the printing industry.3. Explain operational and safety features of a paper cutter. | 1.NS-8- A2.NS-8- B3.NS-8- C |
| Tuesday, 11/18 | Examine Bindery Operations | Students will demonstrate effective operations with bindery concepts and applications | 4. Identify grain direction of paper, and explain its importance.5. Calculate basic paper cuts from a parent sheet.6. Create an accurate master cutting diagram for making cuts. | 4.NS-8- D5.NS-8-E6.NS-8- F |
| Wednesday, 11/19 | Examine Bindery Operations | Students will demonstrate effective operations with bindery concepts and applications | 7.Identify padding equipment materials and hand tools.8. Identify stapling and stitching equipment materials and supplies.9. Identify punching/drilling equipment and tools. | 7.NS-8- G8.NS-8-H9.NS-8- I |
| Thursday, 11/20 | Examine Bindery Operations | Students will demonstrate effective operations with bindery concepts and applications | 10.Identify folding equipment.11. Identify basic folds for printed products.12. Identify collating equipment.13. Identify die cut products, embossing and foil stamping products, and procedures/equipment used foreach. | 10.NS-8- J11.NS-8-K12.NS-8- L13.NS-8- M |
| Friday, 11/21 | Examine Bindery Operations | Students will demonstrate effective operations with bindery concepts and applications | 14.Identify and explain different binding methods and applications, including: case binding; perfect binding;saddle stitching; and, lay-flat.15. Describe the mailing and distribution process. | 14.NS-8- N15.NS-8-O |
| **THANKSGIVING BREAK!****11/24 🡪 11/28** |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 17 | Monday, 12/1 | Describe and apply Digital File Output concepts. | Students will analyze pre-press, pre-flight, and output operations.  | 1. Explain and describe trapping and why it is necessary.2. Explain the purpose of proofing. | 1. NS-6- A2. NS-6- BAAVTC-IGD-11 |
| Tuesday, 12/2 |  |  | 3.Determine and use proper imposition to save materials used in multi-page and multi-piece projects. 4. Position images on substrates using appropriate measurements.  | 3. AAVTC-IGD-11.14. AAVTC-IGD-11.2 |
| Wednesday, 12/3 |  |  | 5. Explain the difference between hard and soft proofs.6. Explain digital platemaking equipment for offset plates.7. Explain the difference between static output and variable output. | 5. NS-6- C6. NS-6- D7. NS-6- D |
| Thursday, 12/4 |  |  | 8. Explain the process of creating digital output from a computer file. | 8. NS-6- E |
| Friday, 12/5 |  |  | 1. Create images by using an electronic media process from concept to delivery. 2.Identify the steps in making an image using one process. 3. Demonstrate an understanding of the terms and technology of the process.  | 1.AAVTC-IGD-20-12.AAVTC-IGD-20-23.AAVTC-IGD-20-3 |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 18 | Monday, 12/8 | Distinguish between the different print/output processes**.**  | Studetns will distinguish between the different print/output processes**.**  | 1.Create printed products by using at least two different print processes from design to completion.  | 1.AAVTC-IGD-19.1 |
| Tuesday, 12/9 |  | Students will analyze pre-press, pre-flight, and output operations.  | 2. Describe the differences between the processes used.  | 2.AAVTC-IGD-19.2 |
| Wednesday, 12/10 |  | Students will analyze pre-press, pre-flight, and output operations.  | 3. Identify the steps in making an image using one process | 3.AAVTC-IGD-19.3 |
| Thursday, 12/11 |  | Students will analyze pre-press, pre-flight, and output operations.  | 4. Demonstrate an understanding of the terms and technology of these processes.  | 4.AAVTC-IGD-19.4 |
| Friday, 12/12 | Explore the different electronic imaging processes**.**  | Students will analyze pre-press, pre-flight, and output operations.  | 5.Create images by using an electronic media process from concept to delivery. 6. Identify the steps in making an image using one process.  | 5.AAVTC-IGD-20.1 6.AAVTC-IGD-20.2 |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 19Benchmark Week #3 | Monday, 12/15 |  |  | 7. Demonstrate an understanding of the terms and technology of the process.  | 7.AAVTC-IGD-20.3 |
| Tuesday, 12/16 | **Semester Exams (Benchmark #3) – 7th Period** |
| Wednesday, 12/17 | **Semester Exams (Benchmark #3) – 1st & 2nd Periods** |
| Thursday, 12/18 | **Semester Exams (Benchmark #3) – 3rd & 4th Periods** |
| Friday, 12/19 | **Semester Exams (Benchmark #3) – 5th & 6th Periods** |

**End 1st Semester**

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 1 | Monday, 1/5 | **STUDENT HOLIDAY****FACULTY AND STAFF PROFESSIONAL LEARNING DAY** |
| Tuesday, 1/6 | Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, and competitive event |  | 1. Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of SkillsUSA.2. Explain how participation in SkillsUSA can promote lifelong responsibility for community service, professional growth and development. | 1.AAVTC-IGD-21.12.AAVTC-IGD-21.2 |
| Wednesday, 1/7 |  |  | 3. Explore the impact and opportunities SkillsUSA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development program | 3.AAVTC-IGD-21.3 |
| Thursday, 1/8 |  |  | 4. Explore the local, state, and national opportunities available to students through participation in SkillsUSA including but not limited to conferences, competitions, community service, philanthropy, and other SkillsUSA activities. | 4.AAVTC-IGD-21.4 |
| Friday, 1/9 |  |  | 5. Explore the local, state, and national opportunities available to students through participation in SkillsUSA including but not limited to conferences, competitions, community service, philanthropy, and other SkillsUSA activities. (cont.) | 5.AAVTC-IGD-21.5 |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 2 | Monday, 1/12 | Explore color and the variety of methods it can be applied. | Students will understand and manipulate color to achieve various outcomes required by job specifications | 1.Understand how color impacts the creative strategy of a project. 2. Choose and implement optimal color schemes.  | 1.ACCT-GDP-1.a2.ACCT-GDP-1.b |
| Tuesday, 1/13 |  |  | 3.Demonstrate effective use of black and white (one color) design. 4. Generate monochromatic, limited chromatic, and full color solutions to solve design problems  | 3.ACCT-GDP-1.a4.ACCT-GDP-1.b |
| Wednesday, 1/14 |  |  | 5. Explain additive and subtractive color theory.6. Explain the effect of lighting on color perception. | 5.NS5-16.NS5-2 |
| Thursday, 1/15 |  |  | 7.Explain the effect of the surround on color perception.8. Explain the significance of standard viewing conditions in the graphic communications industry. | 7.NS5-38.NS5-4 |
| Friday, 1/16 |  |  | 9. Explain the influence of the substrate on color reproduction. | 9.NS5-5 |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 3 | Monday, 1/19 | **MLK HOLIDAY** |
| Tuesday, 1/20 | Application of color models. | Students will interpret and apply color models through graphic manipulations | 1.Analyze and implement color management among color systems including CMYK, RGB, and spot (according to the Pantone Matching System). | 1.ACCT-GDP-2.a |
| Wednesday, 1/21 |  | Students will interpret and apply color models through graphic manipulations | 2.Create printed color with dots and screen patterns.  | 2.ACCT-GDP-2.b |
| Thursday, 1/22 |  | Students will interpret and apply color models through graphic manipulations | 3.Demonstrate an understanding of the transition of tone images to dots of an output process.  | 3.ACCT-GDP-2.c |
| Friday, 1/23 |  | Students will interpret and apply color models through graphic manipulations | 4.Describe the development and current standards of color technology  | 4.ACCT-GDP-2.d |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 4 | Monday, 1/26 | Examine color output theory and application. | Students will identify the output issues involving color and demonstrate the proper usage | 1.Understand output devices and which is appropriate according to job description | 1.ACCT-GDP-3.a |
| Tuesday, 1/27 |  |  | 2. Evaluate image registration issues.  | 3.ACCT-GDP-3.b |
| Wednesday, 1/28Performance EssayEnglishFine Arts |  |  | 3.Design traps and spot color for production | 3.ACCT-GDP-3.c |
| Thursday, 1/29 |  |  | 4. Determine optimal screen tints for particular job and output needs | 4.ACCT-GDP-3.d |
| Friday, 1/30 | Introduction to Graphic Applications | Students will learn basic concepts of the Illustator Application | Illustrator – Against the Clock | 4.AAVTCCT-GDP-10 |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 5 | Monday, 2/2 | Examine the basic and fundamental elements and principles of design. | Students will understand and demonstrate the fundamental basic elements and principles of design. | 1.Compare and contrast or critique professionally completed works.  | ACCT-GDP-4.a |
| Tuesday, 2/3 |  |  | 2.Apply knowledge of design principles to new products  | ACCT-GDP-4.b |
| Wednesday, 2/4 |  |  | 3.List basic elements and principles of design terminology  | ACCT-GDP-4.c |
| Thursday, 2/5 |  |  | 3.List basic elements and principles of design terminology  | ACCT-GDP-4.c |
| Friday, 2/6 |  |  | 4.Incorporate design principles in hand drawn sketches and measured layouts  | ACCT-GDP-4.d |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 6Benchmark Week #1 | Monday, 2/9ELECTIVES |  |  | Spring Benchmark#1 |  |
| Tuesday, 2/10SCIENCE | Understand general advertising design industry terminology and concepts |  | 1.Define, explain and describe various concepts related to typography, elements ofdesign, digital images, artwork and the printing process | 1.NS2.1.A |
| Wednesday, 2/11SOCIAL STUDIES | Demonstrate mechanical skills by re-creating a given advertisement/design on the computer within a specified amount of time |  | 1.Recall understanding and skills necessary to prepare art and copy for reproductionelectronically2.Implement correct size and orientation of advertisement or design | 1.NS2.3.A2.NS2.3.B |
| Thursday, 2/12ENGLISH |  |  | 3.Recall knowledge and appropriate use of industry standard hardware and software4. Implement correct size and placement of elements | 3.NS2.3.C4.NS2.3.D |
| Friday, 2/13MATH |  |  | 5.Implement correct use of typography6. Implement assignment of proper color to elements | 5.NS2.3.E6.NS2.3.F |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 7 | Monday, 2/16 | **Winter Holiday!** |
| Tuesday, 2/17 | Administer creative skills by solving a graphic design problem relevant to the skill set required for the advertisement/design industry | Students will learn creative skills by solving a graphic design problems. | 1. Apply understanding and skills necessary to create a variety of thumbnails and ideas for a given design problem2. Implement correct number, size, scaling and color requirements of thumbnails as defined by the technical committee | 1. NS2.3.A2. NS2.3.B |
| Wednesday, 2/18 |  |  | 3. Implement media (markers, color pencils, etc.) in the creation of thumbnails 4. Demonstrate professional presentation and technical execution of thumbnails | 3. NS2.3.C4. NS2.3.D |
| Thursday, 2/19 |  |  | 5. Apply understanding and skills necessary to create roughs developed from thumbnails for the given design problem6. Implement correct number, size, scaling and color requirements of thumbnails as defined by the technical committee | 5. NS2.3.E6. NS2.3.F |
| Friday, 2/20 |  |  | 7. Exhibit the development of ideas from the thumbnail stage 8. Implement media (markers, color pencils, etc.) in the creation of roughs | 7. NS2.3G8. NS2.3H |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 8 | Monday, 2/23 | Administer creative skills by solving a graphic design problem relevant to the skill set required for the advertisement/design industry | Students will learn creative skills by solving a graphic design problems. | 9. Administer industry standard hardware and software in the creation of the comprehensive portion of the contest | 9. NS2.3I |
| Tuesday, 2/24 |  |  | 10. Implement correct size and format for the design of the comprehensive portion of the contest | 10. NS2.3J |
| Wednesday, 2/25Performance EssayMathPE |  |  | 11. Exhibit the development of ideas from the rough stage | 11. NS2.3K |
| Thursday, 2/26 |  |  | 12. Implement clip art, original art and designs in the creation of the comprehensive | 12. NS2.3L |
| Friday, 2/27 | Develope aprofessional portfolio. | Students will understand and demonstrate the development of aprofessional portfolio. | 1. List the criteria for selecting artwork. | ACCT-AGD-1.a |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 9 | Monday, 3/2 | Develope aprofessional portfolio. | Students will understand and demonstrate the development of aprofessional portfolio. | 2. Collect and refine all previous graphic design projects. | ACCT-AGD-1.b |
| Tuesday, 3/3 |  |  | 2. Collect and refine all previous graphic design projects | ACCT-AGD-1.b |
| Wednesday, 3/4 |  |  | 3. Develop a professional resume using word processing software. (eg.Word, Microsoft Works or iWork Pages). | ACCT-AGD-1.c |
| Thursday, 3/5 |  |  | 3. Develop a professional resume using word processing software. (eg.Word, Microsoft Works or iWork Pages). | ACCT-AGD-1.c |
| Friday, 3/6 |  |  | 4. Practice giving and receiving constructive criticism of portfolios | ACCT-AGD-1.d |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 10 | Monday, 3/9 | Develope aprofessional portfolio. | Students will understand and demonstrate the development of aprofessional portfolio. | 5. List characteristics and content of portfolios for employment and postsecondaryadmissions | ACCT-AGD-1.e |
| Tuesday, 3/10 |  |  | 6. Critique various types of packaging (case, digital, web pages). | ACCT-AGD-1.e |
| Wednesday, 3/11 |  |  | 6. Critique various types of packaging (case, digital, web pages). | ACCT-AGD-1.e |
| Thursday, 3/12 | Develope a projectfrom concept thru completion and present to class | Students will understand the importance of developing a projectfrom concept thru completion. | 1. Formulate strategies for brainstorming and organizing content. | ACCT-AGD-4.a |
| Friday, 3/13 |  |  | 2. Explore different target audiences and the most effective media selectionor mix | ACCT-AGD-4.b |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 11 | Monday, 3/16 | STUDENT HOLIDAYFACULTY AND STAFF PROFESSIONAL LEARNING DAY |
| Tuesday, 3/17 | Develope a projectfrom concept thru completion and present to class | Students will understand the importance of developing a projectfrom concept thru completion. | 4. Employ terminology in the field of graphic design. | ACCT-AGD-4.c |
| Wednesday, 3/18Performance EssayScienceForeign Language |  |  | 4. Employ terminology in the field of graphic design. | ACCT-AGD-4.c |
| Thursday, 3/19Early ReleaseProfessionalLearning(1st, 2nd, 3rd, 5th) |  |  |  |  |
| Friday, 3/20Early ReleaseProfessionalLearning (7th, 6th, 4th, 5th) |  |  |  |  |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 12Benchmark Week #2(Friday) | Monday, 3/23 |  |  | 5. Apply creative thinking skills to artistic problems, such as rhetoric | ACCT-AGD-4.d |
| Tuesday, 3/24 |  |  | 5. Apply creative thinking skills to artistic problems, such as rhetoric | ACCT-AGD-4.d |
| Wednesday, 3/25 | Project production, implementation and production. | Students will explore the process of project production. | 1. Design a self-marketing logo and collateral (business card, letterhead). | ACCT-AGD-5.a |
| Thursday, 3/26 |  |  | 1. Design a self-marketing logo and collateral (business card, letterhead). | ACCT-AGD-5.a |
| Friday, 3/27ELECTIVES |  |  |  |  |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 13BenchmarkWeek #2 | Monday, 3/30MATH |  |  | 2. Design self-promoting product (brochure, website, podcast). | ACCT-AGD-5.b |
| Tuesday, 3/31SCIENCE |  |  | 2. Design self-promoting product (brochure, website, podcast). | ACCT-AGD-5.b |
| Wednesday, 4/1SOCIAL STUDIES | Project production, implementation and production. | Students will explore the process of project production | 3. Prepare a time line and budget for selected project. | ACCT-AGD-5.c |
| Thursday, 4/2ENGLISH |  |  | 4. List steps and resources needed for project completion.5. Create a CD package design | ACCT-AGD-5.dACCT-AGD-5.e |
| Friday, 4/3Buford’s Got Talent |  |  |  |  |
| **SPRING BREAK!****4/6 🡪 4/10** |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 14 | Monday, 4/13 |  |  | 6. Identify a client and design a promotional poster on their behalf.7.Design and produce a product and corresponding packaging. | ACCT-AGD-5.fACCT-AGD-5.g |
| Tuesday, 4/14 |  |  | 8. Design an information site for the web.9.Design identity and promotional products for a non-profit organization.10. Research, layout, and produce a booklet in the style of a well-knowngraphic designer | ACCT-AGD-5.hACCT-AGD-5.iACCT-AGD-5.j |
| Wednesday, 4/15 | Examination of digital imaging and multimedia. | Students will explore digital imaging and multimedia. | 1. Define the application of digital photography in electronic imaging | ACCT-AGD-6.a |
| Thursday, 4/16 |  |  | 2. Define basic terms associated with digital photography. | ACCT-AGD-6.b |
| Friday, 4/17 |  |  | 3. Identify various formats for saving electronic images (JPEG, TIFF, PSD,EPS). | ACCT-AGD-6.c |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 15 | Monday, 4/20 | Understanding and the application of file management and file formats. | Students will demonstrate knowledge of file management and file formats | 1. Create folder structure to organize documents along with all support files (including client original files, fonts, links, etc.).  | ACCT-GDP-10.a |
| Tuesday, 4/21 |  |  | 2.Identify file formats used in industry: native/default format; meta files (files that contain fonts, raster and vector information, example: wmf, pdf, eps); and generic (example: tif, jpg, gif, and txt).  | ACCT-GDP-10.b |
| Wednesday, 4/22Performance EssaySocial StudiesCTAE |  |  | 2.Identify file formats used in industry: native/default format; meta files (files that contain fonts, raster and vector information, example: wmf, pdf, eps); and generic (example: tif, jpg, gif, and txt).  | ACCT-GDP-10.b |
| Thursday, 4/23 | Examine and describe the major output devices. | Students will identify and describe the major components and operating controls of the output device | 1. Identify the major components and controls of the output device  | ACCT-GDP-13.a |
| Friday, 4/24 |  |  | 2. Describe their function and how it relates to the printed product.  | ACCT-GDP-13.b |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 16 | Monday, 4/27 |  |  | 3. Describe how to correctly start up and shutdown the output device  | ACCT-GDP-13.c |
| Tuesday, 4/28 |  |  | 3. Describe how to correctly start up and shutdown the output device  | ACCT-GDP-13.c |
| Wednesday, 4/29 | Product output according to customer specifications. | Students will print a product according to customer specifications. | 1.Read/Interpret the job ticket and prepare and make ready the machine to print job.  | ACCT-GDP-14.a |
| Thursday, 4/30 |  |  | 2.Produce a sample using customer specifications outlined on the job ticket.  | ACCT-GDP-14.b |
| Friday, 5/1 |  |  | 3.Produce order according to job ticket, accuracy, color, waste, and order quantity  | ACCT-GDP-14.c |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 17 | Monday, 5/4 | Entrepreneurship | Students will investigate entrepreneurship as it relates to economic development**.** | 1.Compare and contrast the traits of successful and unsuccessful business ventures  | ACCT-GOP-1.a |
| Tuesday, 5/5 |  |  | 2.Examine the advantages of entrepreneurship. -Control of income -Personal responsibility and independency -Establishment of professional and community relationships  | ACCT-GOP-1.b |
| Wednesday, 5/6 |  |  | 3.Examine the disadvantages of entrepreneurship. -Long Work Hours -Monetary Risk -Enforcement of work place standards -Paperwork and | ACCT-GOP-1.c |
| Thursday, 5/7 |  |  | 4.Evaluate the market for potential customers | ACCT-GOP-1.d |
| Friday, 5/8 |  |  | 4.Evaluate the market for potential customers | ACCT-GOP-1.d |
| AP ExamsMonday, 5/4 – AP Chem, AP Enviro Science, and AP PsychTuesday, 5/5 – AP CalculusWednesdays, 5/6 – AP English LiteratureThursday, 5/7 – AP SpanishFriday, 5/8 – AP US History, AP Art  |  |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 18 | Monday, 5/11 |  |  |  |  |
| Tuesday, 5/12 |  |  |  |  |
| Wednesday, 5/13 |  |  |  |  |
| Thursday, 5/14 |  |  |  |  |
| Friday, 5/15 |  |  |  |  |
| AP ExamsMonday, May 11 – AP Biology and AP Music TheoryTuesday, May 12 – AP Government Wednesday, May 13 – AP English Language and AP StatisticsThursday, May 14 – AP Macroeconomics and AP World HistoryFriday, May 15 – AP Human Geography | EOCTsTo be determined. |

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| **WEEK** | **DAY** | **CONCEPT** | **OBJECTIVES** | **INSTRUCTIONAL STRATEGIES** | **STANDARDS****(CCGPS, GPS, AP)** |
| Week 19BenchmarkWeek #3 | Monday, 5/18 | **Senior Exams (Benchmark #3 – 4th, 5th, 6th, & 7th)** |
| Tuesday, 5/19 | **Senior Exams (Benchmark #3 – 1st, 2nd, & 3rd) / Semester Exams (Benchmark #3 – 7th)** |
| Wednesday, 5/20 | **Semester Exams (Benchmark #3 – 1st & 2nd)** |
| Thursday, 5/21 | **Semester Exams (Benchmark #3 – 3rd & 4th)** |
| Friday, 5/22 | **Semester Exams (Benchmark #3 – 5th & 6th)** |