

ZADAI - JUNIOR LAB - OFF-SITE LEARNING PACKET DAY 7
Academic/Career & Technical Related/Demonstration Lesson Plan

Instructor _____ **Rick Zadai** _____

Date _____

Program/Class _____ **Graphic Communications** _____

Period _____

State Indicator/Competency:

- 6.5 Assess art elements and principles of two-dimensional forms.
- 6.7 Demonstrate basic art studio skills.

Instructional Objective(s):

- The student will be able to match these milestones in graphic communications history to their places on the timeline

Materials:

- FROM CLAY TABLETS TO COMPUTERS: A GRAPHIC COMMUNICATIONS TIMELINE handout and assignment sheet
- Pencil

Method of Instruction:

- Worksheet (Homework)

Activities:

- Students will review assignment sheet and instruction as follows:
From the age of clay tablets to the age of computers, graphic communications has enabled people to share information and ideas. See if you can match these milestones in graphic communications history to their places on the timeline. Then add your own prediction for where your generation will take graphic communications in the future.

Closure:

No closure (Homework)

Assessment:

Informal – HW – Worksheet (10 Pts.)



FROM CLAY TABLETS TO COMPUTERS: A GRAPHIC COMMUNICATIONS TIMELINE

From the age of clay tablets to the age of computers, graphic communications has enabled people to share information and ideas. See if you can match these milestones in graphic communications history to their places on the timeline. Then add your own prediction for where your generation will take graphic communications in the future.

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| <p>_____ 1327 BCE</p> <p>_____ 1105 CE</p> <p>_____ 1041</p> <p>_____ 1150</p> <p>_____ 1350</p> <p>_____ 1450</p> <p>_____ 1719</p> <p>_____ 1798</p> <p>_____ 1811</p> <p>_____ 1852</p> <p>_____ 1865</p> <p>_____ 1886</p> <p>_____ 1906</p> <p>_____ 1949</p> <p>_____ 1970s</p> <p>_____ 1980s</p> <p>_____ 1990s</p> | <p>A. A Chinese alchemist, Pi-Sheng, develops movable type by carving individual characters in clay blocks that can be arranged to produce a complete text. By 1400, metal type is being used in Korea.</p> <p>B. Ottmar Mergenthaler invents the Linotype machine, which casts lines of metal type ready for printing and eliminates the need to compose each page letter by letter.</p> <p>C. The British scientist Fox Talbot captures the image of a leaf on a photosensitive metal plate covered with a fine gauze, resulting in a "screened" image made up of tiny dots that can be etched in the plate and printed. His discovery opens the way to printing photographs by the 1880s.</p> <p>D. Alois Senefelder of Munich develops lithography, using the fact that printing ink repels water to create nearly flat plates on which the areas to be printed absorb ink while those to remain blank can be flushed clean. First used primarily to print images, lithography has become the printing technique most commonly used today.</p> <p>E. Graphic communications enters the digital era with electronic typesetting, in which computer-transmitted letter patterns are assembled to produce a page of text ready for plating. The development of word processors and video monitors brings this technology to the desktop, while image scanners begin to replace screen photography.</p> <p>F. Johannes Gutenberg, a German silversmith, converts a wine press into the first printing press and develops his own movable metal type. Gutenberg's invention makes it possible to reproduce words and images quickly and economically.</p> <p>G. Papermaking begins in Europe, having traveled slowly westward from China through the Muslim world, by caravan and conquest, to Muslim-controlled Spain.</p> <p>H. Ira Rubel develops offset printing, in which a rubber-covered cylinder transfers ink from the plate to the paper. His technique improved quality and led to the growth of lithography with photoengraved plates.</p> <p>I. Improved graphics software combines typesetting, layout, imaging, and color separation into desktop publishing. Pages stored as digital files are processed by an image-</p> | <p>setter to produce the photographic films used to make printing plates. At the same time, computer controls regulate ink flow, pressure, and other functions on the printing press itself and automate many stages of bindery.</p> <p>J. At the tomb of King Tutankhamun, priests stamp the hieroglyphic for The City of the Dead on a clay tablet to seal the door. Many ancient civilizations used similar methods to reproduce words and images on coins and clay tablets.</p> <p>K. Digital technology begins to replace printing plates as lasers translate page files into a pattern of electrical charges on the printing surface which attract ink (or toner) and transfer it by the offset method onto a printed sheet. Because the printing surface is constantly re-charged, new information can be printed on each sheet.</p> <p>L. J.C. Le Blond, a painter, patents a color printing process in which four plates, each prepared to bring out one primary color (red, yellow, blue, or black), are used in succession to produce a single image. Advances in color theory would help refine his invention into the "process" color printing technique used today.</p> <p>M. William Bullock of the United States develops the web press, a rotary press fed by rolls of paper instead of pre-cut sheets. His machine automatically cut each sheet and by 1870 automatically folded them as well.</p> <p>N. Europeans begin using carved woodblocks to print images and large capital letters on paper but still rely on copyists to fill each page with the written text.</p> <p>O. Phototypesetting is introduced, a process in which images of letters are assembled photographically to produce a page ready for plating. Soon computers help speed the process by calculating line lengths and hyphenations.</p> <p>P. A Chinese court official produces the first sheets of paper. Pilgrims are soon using paper to copy prayers carved on temple pillars by applying ink to the carving and then pressing a piece of paper against it.</p> <p>Q. Friedrich Koenig develops a rotary press, the first marked improvement on Gutenberg's invention. Instead of pressing the paper flat against a page of type, his press rolls the paper across the type on a cylinder, improving speed and quality.</p> |
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My Prediction for Graphic Communications in the Future:
