

Strands & Standards

DESKTOP PUBLISHING 1



COURSE DESCRIPTION

This one-semester course provides skill development in the electronic procedures of producing and editing publications. Students will create, format, illustrate, design, edit/revise, and print publications. Improved productivity of electronically produced newsletters, flyers, brochures, reports, advertising materials, and other publications are emphasized. Proofreading, document composition, and communication competencies are also included.

License

Secondary

Related Endorsements

Business & Marketing
(CTE/General)

Business & Marketing
Information Technology

Intended Grade Level: 10-12

Units of Credit: 0.5

Core Code: 32.02.00.00.190

CE Core Code: 32.02.00.13.190

Prerequisite: None

Skill Certification: 248

Test Weight: 0.5

Strands & Standards

STRAND 1

Students will understand the process of planning a document.

- Standard 1:** Students will understand the importance of preplanning a document including creating a thumbnail sketch.
- Standard 2:** Students will create multiple page documents by inserting and deleting pages and using facing pages.
- Standard 3:** Students will understand that documents are printed on different types of paper that have different sizes, weights, and finishes.
- Standard 4:** Students will understand the different types of parallel folds that are used with publications including: z fold, trifold, and half fold.

STRAND 2

Students will apply basic desktop publishing design principles.

- Standard 1:** Students will develop an understanding of basic desktop publishing terminology (see teacher helps vocabulary list).
- Standard 2:** Students will understand that focal point is the visual element that is the center of interest on the page or set of facing pages.
- Standard 3:** Students will use directional flow to draw the reader's eyes through the text to particular words or images that the designer wishes to emphasize.
- Standard 4:** Students will understand how to use white space /negative space.
- Standard 5:** Students will understand the rule of thirds.
- Standard 6:** Students will understand how to use balance, contrast, repetition and proximity to create harmony within a publication.
- Performance Objective:** Students will create a document utilizing the basic design principles listed in standard two.

STRAND 3

Students will demonstrate and understand basic typography. (see teacher helps for clarification).

- Standard 1:** Students will understand basic text alignment including left, right, centered, and (full) justified.
- Standard 2:** Students will understand: baseline, x-height, ascender, descender, and drop cap.
- Standard 3:** Students will recognize the difference between the two major categories of typefaces including: serif and sans serif.

- Standard 4:** Students will understand that fonts are grouped together in families and given a family name (i.e. Arial, Garamond).
- Standard 5:** Students will understand that when a style is applied to a font family it becomes a typeface.
- Standard 6:** Students will utilize the four basic categories of type styles such as normal, bold, italic, book, and heavy.
- Standard 7:** Students will understand points and picas.
- Standard 8:** Students will understand and utilize kerning, tracking, and leading.
- Standard 9:** Students will understand reverse type.
- Standard 10:** Students will understand how to use tabs and leaders.
- Performance Objective:** Students will create a document demonstrating knowledge of typography listed in standard three.

STRAND 4

Students will understand the proper use of color in publications.

- Standard 1:** Students will develop a basic understanding of the color wheel including complementary and analogous colors.
- Standard 2:** Students will understand that colors are used to communicate a mood or a message and different colors are associated with different meanings.
- Standard 3:** Students will understand the difference between the two basic color modes CMYK and RGB.
- Performance Objective:** Students will create a document utilizing color as listed in standard four.

STRAND 5

Students will understand that images are used to enhance publications.

- Standard 1:** Students will insert and transform photos using cropping, resizing, flipping, rotating, skewing, and shadowing.
- Standard 2:** Students will create simple drawings to include shapes, fills, colors, strokes, and lines.
- Standard 3:** Students will select and group objects.
- Standard 4:** Students will have a basic understanding of layering including text wrap, and opacity/watermarks.
- Standard 5:** Students will understand pixels as a unit of measurement for images and how to select high quality images.

Standard 6: Students will understand the differences between raster/bitmap and vector images.

Performance Objective: Students will create a document incorporating images as listed in standard five.

STRAND 6

Students will demonstrate an understanding of ethics related to the use of images and text.

Standard 1: Students will understand the difference between royalty free and copyrighted images and text.

Standard 2: Students understand the process of obtaining and citing permission for copyrighted works.

Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
Desktop Publishing 1	402	14	8	14	4							40	28