

# Strands & Standards

## DESKTOP PUBLISHING 2



### COURSE DESCRIPTION

All standards in Desktop Publishing 2 build upon concepts and principles learned in Desktop Publishing 1. DTP 2 must be taught using current professional software. Word and Publisher are not considered professional software applications by industry.

License  
Secondary

Related Endorsements  
Business & Marketing  
(CTE/General)  
Business and Marketing

Intended Grade Level: 10 – 12  
Units of Credit: 0.5  
Core Code: 32.02.00.00.191  
CE Core Code: 32.02.00.13.191  
Prerequisite: Desktop  
Publishing 1  
Skill Certification: 249  
Test Weight: 0.5

# Strands & Standards

## STRAND 1

**Students will understand the process of planning a document.**

- Standard 1:** Students should understand the importance of preplanning a document in terms of audience, purpose, timeline, budget, page arrangement, and production method.
- Standard 2:** Students will use guides, grids, and columns to set up their documents as a way to create consistency and unity.
- Standard 3:** Students will understand that master pages are used to create consistency and increase productivity.
- Standard 4:** Students will understand headers and footers contain recurring information and that they are used to help organize a publication.
- Standard 5:** Students will understand that slug space is a space outside the printed area in which you can place instructions that stay with your document.

## STRAND 2

**Students will expand on typography and design principles learned in DTP I.**

- Standard 1:** Students will develop an understanding of basic desktop publishing terminology (see teacher helps vocabulary list).
- Standard 2:** Students will understand that those fonts can be used to portray the mood or message of a publication.
- Standard 3:** Students will use styles and style sheets for consistency and productivity within a publication.
- Standard 4:** Students will understand how to create type on and edit text paths.
- Standard 5:** Students will understand how to thread and flow text/frames. Identify management styles within a variety of organizational structures.
- Standard 6:** Students will understand how to create a pull quote to enhance a document.
- Standard 7:** Students will understand the appropriate use of captions.
- Standard 8:** Students will understand the purpose and difference between em dash and en dash.
- Standard 9:** Students will recognize widows, orphans, and ragged lines and use kerning, tracking, and proper hyphenation to correct them.

## STRAND 3

**Students will understand the proper use of color in publications.**

**Standard 1:** Students will understand that there are two ways that color is added to a printed page: process color and spot color.

**Standard 2:** Students will create variations of color using tint, patterns, gradients, and opacity.

**Standard 3:** Students will understand the difference between the screen color (monitor vs. printed document) and print color.

## STRAND 4

**Students will optimize images to enhance publications.**

**Standard 1:** Students will understand the file extensions that are compatible with professional desktop publishing software.

**Standard 2:** Students will understand how to use standoff space.

**Standard 3:** Students will determine if an image is acceptable for print based on its resolution.

**Standard 4:** Students will create COBs (cut out background) with transparent backgrounds.

**Standard 5:** Students will create frames using different shapes and sizes.

**Standard 6:** Students will be able to resize an objective while maintaining aspect ratio.

**Standard 7:** Students will learn touchup techniques to enhance images.

## STRAND 5

**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 will understand the process of obtaining and citing permission for copyrighted works.

### Performance Objectives:

- Students will create and publish an original multipage business document utilizing the standards and objectives from Desktop Publishing 2.

## 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 2 | 249    | 8                               | 14 | 8 | 9 | 3 |   |   |   |   |    | 42           | 41              |