

DIGITAL DESKTOP PUBLISHING
NEW NAME EFFECTIVE 2018-19: DIGITAL PUBLICATION DESIGN
COURSE CODE: 5176

COURSE DESCRIPTION: This course combines the business world with graphic design and allows students to use their creativity to produce business and personal publications. Students create, format, illustrate, design, edit/revise, and print publications including newsletters, flyers, brochures, reports, advertising materials, catalogs, posters, and other publications. Students who excel have the opportunity to earn nationally recognized Adobe certification.

OBJECTIVE: Given the necessary equipment, supplies, and facilities, the student will be able to successfully complete all of the following core competencies for a course granting one unit of credit.

RECOMMENDED GRADE LEVELS:	9–12
COURSE CREDIT:	1 Carnegie unit
PREREQUISITE:	None
RECOMMENDED SOFTWARE:	Adobe CC InDesign
SUPPLEMENTAL SOFTWARE:	Adobe CC Illustrator / Adobe CC Photoshop
COMPUTER REQUIREMENT:	One computer per student
RESOURCES:	www.mysctextbooks.com

A. SAFETY

Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

F. INTRODUCTION TO COMPUTER ILLUSTRATION AND DESIGN

Effective illustrators and designers demonstrate knowledge in computer illustration and design, careers, as well as equipment and software needed to complete their tasks. The following accountability criteria are considered essential for students in the Business Information Management program of study.

1. Define computer illustration and design.
2. Identify careers in the computer illustration and design field.
3. Research system requirements for Adobe Creative Cloud usage:
 - a. hardware platform components and configurations
 - b. memory/storage requirements

G. DESIGN AND LAYOUT PRINCIPLES

Effective illustrators and designers demonstrate knowledge and usage of design and layout principles as needed to complete their tasks. The following accountability criteria are considered essential for students in the Business Information Management program of study.

1. Identify and apply the effective uses of color theory.
2. Demonstrate the effective use of principles and elements of design.
3. Analyze and incorporate the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works.
4. Demonstrate basic technical art skills in both traditional and electronic forms.
5. Demonstrate the uses of basic color models (e.g., RGB, CMYK).
6. Define and use basic computer illustration and design terminology.
7. Demonstrate that the focal point is the visual element that is the center of interest on the page or set of facing pages using the rule of thirds.
8. Demonstrate the effective use of white space and negative space.
9. Recognize the difference between the two major categories of typefaces, including serif and sans serif.
10. Apply knowledge of typography to enhance publications using different character styles, text attributes (fonts), effects, and justifications.
11. Measure type in points, picas, and inches.
12. Apply character and word spacing (e.g. kerning, tracking, and leading).

H. DIGITAL IMAGING

Effective illustrators and designers demonstrate appropriate skills in digital imaging as needed to complete their tasks. The following accountability criteria are considered essential for students in the

Business Information Management program of study.

1. Analyze the differences between bitmap and vector graphics.
2. Identify the various types of graphic file formats (e.g. jpg, gif, psd, tif, png, raw).
3. Save using the appropriate graphic file format.
4. Acquire and incorporate digital images from multiple sources.
5. Calculate and convert images to desired sizes and resolution.
6. Edit images (color, tints, contrast, watermark, brightness, and resolution).
7. Manipulate images (scale, crop, group/ungroup, and rotate).
8. Create simple drawings to include shapes, fills, colors, strokes, and lines.

I. CREATING PUBLICATIONS

Effective illustrators and designers demonstrate appropriate skills for creating and saving publications as needed to complete their tasks. The following accountability criteria are considered essential for students in the Business Information Management program of study.

1. Demonstrate appropriate file management and organization techniques including file compression, saving, and file retrieval.
2. Determine the most appropriate type of desktop publication based upon the purpose, intended audience, life of publication, cost limits, and time constraints.
3. Design a layout for readability and attractiveness by use of effective white space, column position, spacing, page margins, orientation, graphics frames, and text frames.
4. Develop a desktop publication including *original* graphics created using drawing and paint tools.
5. Create a variety of documents for business and personal use, including multiple-page documents.
6. Demonstrate the ability to preplan a document including creating a thumbnail sketch.

J. PROOFREADING

Professional illustrators and designers prepare effective publications. The following accountability criteria are considered essential for students in the Business Information Management program of study.

1. Use acceptable standards for grammar, punctuation, and word and number usage.
2. Proofread documents to ensure correct grammar, spelling, and punctuation are being used.

3. Apply a variety of specific proofreading techniques to identify and correct errors.
4. Compare drafts to final documents and make editorial changes.
5. Proofread publications to ensure that they are clear, concise, complete, consistent, and courteous, as needed.

K. CAREER AND PORTFOLIO DEVELOPMENT

Effective illustrators and designers understand the importance of completing and maintaining documentation of their work. The following accountability criteria are considered essential for students in the Business Information Management program of study.

1. Research and compare various types of portfolios.
2. Explain the purpose of portfolios and how to select specific pieces to include in the portfolio.
3. Create a résumé to include in the portfolio.
4. Assemble and maintain a career portfolio to include business and personal publications created in the course.
5. Conduct peer and self-evaluations using rubrics.
6. Prepare a variety of publications for commercial printing.

[Course Materials and Resources](#)

[Course Academic Standards and Indicators](#)