

Desktop Publishing

Foundational Concepts 1

- 1 Define terms related to graphic arts/desktop publishing 1.1
- 2 Identify and apply tools and palettes 1.2
- 3 Demonstrate sensitivity to bias (e.g., culture, gender, age) 1.3
- 4 Manage electronic files (e.g., storage, naming files, retrieval) 1.4
- 5 Identify careers/self-employment opportunities in graphic arts/desktop publishing 1.5
- 6 Plan a preliminary layout for a publication using manual or digital tools 1.6
- 7 Develop a work schedule to meet deadlines 1.7
- 8 Prepare a budget for a graphic arts/desktop publishing project 1.8

Design Concepts 2

- 1 Plan the proper use of white space. 2.1
- 2 Apply the proper use of color. 2.2
- 3 Create an effective focal point (e.g., primary, secondary). 2.3
- 4 Create appropriate headlines. 2.4
- 5 Position captions. 2.5
- 6 Apply design principles and elements (e.g., movement, balance, symmetry). 2.6
- 7 Apply layering techniques in publications. 2.7
- 8 Match the design to the appropriate audience. 2.8

Typography Concepts 3

- 1 Create a text frame 3.1
- 2 Compose text (e.g., headings, captions, body text) 3.2
- 3 Import text files and other word processing documents into publications 3.3
- 4 Access fonts (e.g., download, unzip, install) 3.4

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- 5 Apply font size guidelines** 3.5

 - 6 Measure type (e.g., pixels, inches, points, ect.)** 3.6

 - 7 Adjust typography attributes (e.g., bold, italic, underline, reverse)** 3.7

 - 8 Apply character and word spacing (e.g., kerning, tracking and leading)** 3.8

 - 9 Explain the usage of font types (e.g., serif, sans serif, decorative)** 3.9

 - 10 Manipulate text features and formats (e.g., wordwrap, hyphenations, drop cap, color, gradient, text path)** 3.10

 - 11 Apply tabs and indents in text frames** 3.11

 - 12 Apply widow and orphan protection** 3.12
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Managing Images 4

- 1 Use a camera to acquire appropriate resolution images (e.g., portrait, landscape, moving objects)** 4.1

 - 2 Use a scanner to digitize images with appropriate resolution for intended use** 4.2

 - 3 Import files and images from various sources (e.g., software-specific library, Internet, ect.)** 4.3

 - 4 Edit images (color, filter, tints, contrast, watermark, brightness)** 4.4

 - 5 Apply image modes (e.g., convert RGB, CMYK, grayscale)** 4.5

 - 6 Manipulate images (e.g., mask, resize, crop, scale, rotate, group/ungroup)** 4.6

 - 7 Create original drawings in illustration software** 4.7

 - 8 Determine appropriate image file formats (e.g., bmp, tiff, jpeg, gif, pict, eps)** 4.8

 - 9 Apply appropriate resolution settings for intended use of an image** 4.9

 - 10 Select color scheme** 4.10

 - 11 Select appropriate ink colors (e.g., Pantone, PMS)** 4.11
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Publication Layout 5

- 1 Set appropriate page layout options (margins, columns, double-sided, facing pages, page numbering)** 5.1

- 2 Create master pages** 5.2

- 3 Create templates (e.g. labels, business cards, brochures, programs)** 5.3

- 4 Modify templates (e.g. labels, business cards, brochures, programs)** 5.4

5 Use editing tools (e.g., copy, cut, paste) 5.5

The Printing Process 6

1 Describe the purpose and process of color separation. 6.1

2 Use print preview or WYSIWYG layout before printing. 6.2

3 Select an appropriate printer and printer attributes (e.g., duplexing, tray size, paper size). 6.3

4 Perform color separation. 6.4

5 Convert desktop publication to format for exporting/Web posting (e.g., PDF, HTML). 6.5

Portfolio 7

1 Create a resume highlighting graphic arts/desktop publishing and related skills. 7.1

2 Select sample projects to show graphic arts/desktop publishing concepts mastered. 7.2

3 Explain the reasons for selecting the sample projects in the portfolio. 7.3

4 Arrange a selection of sample projects into a professional print or digital format. 7.4

Foundations of Communication 8

1 Demonstrate ability to listen/read and follow directions. 8.1

2 Demonstrate proofreading and editing skills. 8.2

3 Demonstrate appropriate use of grammar 8.3

4 Demonstrate ability to format written communications to include numbers, and punctuation. 8.4

5 Demonstrate ability to research and analyze information from various sources (i.e. written, digital) for use in written or oral presentation. 8.5

Workplace Readiness Skills 9

1 Compare copyright and patent laws between educational and workplace settings (e.g., video, text, sound, pictures) 9.1

2 Demonstrate ethical behavior when designing publications 9.2

3 Identify career/self-employment opportunities in graphic arts & desktop publishing fields 9.3

4 Exhibit leadership skills through a student organization (e.g., FBLA, DECA) 9.4

5 Interact with industry professionals (e.g., guest speakers, field trips, job shadowing) 9.5

6 Use help tools (e.g., technical manual, on-line help, technical support) 9.6

7 Demonstrate ability to function as a team member 9.7