

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

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

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

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