

## Desktop Publishing / Graphic Arts

Unit	Objectives
Design Concepts	<ol style="list-style-type: none"> <li>1 Plan the proper use of white space.</li> <li>2 Apply the proper use of color.</li> <li>3 Create an effective focal point (e.g., primary, secondary).</li> <li>4 Create appropriate headlines.</li> <li>5 Position captions.</li> <li>6 Apply design principles (e.g., movement, balance, symmetry).</li> <li>7 Apply layering techniques in publications.</li> <li>8 Match the design to the appropriate audience.</li> </ol>
Typography Concepts	<ol style="list-style-type: none"> <li>1 Create a text frame</li> <li>2 Compose text (e.g., headings, captions, body text)</li> <li>3 Import text files and other word processing documents into publications</li> <li>4 Access fonts (e.g., download, unzip, install)</li> <li>5 Apply font size guidelines</li> <li>6 Measure type in points, picas, and inches</li> <li>7 Adjust typography attributes (e.g., bold, italic, underline, reverse)</li> <li>8 Apply character and word spacing (e.g., kerning, tracking and leading)</li> <li>9 Explain the usage of font types (e.g., serif, sans serif, decorative)</li> <li>10 Manipulate text features and formats (e.g., wordwrap, hyphenations, drop cap, color, gradient, text path)</li> <li>11 Apply tabs and indents in text frames</li> <li>12 Apply proofreading and editing techniques to graphic arts/desktop publishing files</li> <li>13 Apply widow and orphan protection</li> </ol>
Portfolio	<ol style="list-style-type: none"> <li>1 Create a resume highlighting graphic arts/desktop publishing and related skills.</li> <li>2 Select sample projects to show graphic arts/desktop publishing concepts mastered.</li> <li>3 Explain the reasons for selecting the sample projects in the portfolio.</li> <li>4 Arrange a selection of sample projects into professional presentation.</li> </ol>
Foundations of Communication	<ol style="list-style-type: none"> <li>1 Demonstrate ability to listen/read and follow directions.</li> <li>2 Demonstrate proofreading and spell check of written media.</li> <li>3 Demonstrate appropriate use of grammar while delivering presentations.</li> <li>4 Demonstrate ability to format written communications to include numbers, and punctuation.</li> <li>5 Demonstrate ability to function as a team member.</li> <li>6 Demonstrate ability to research and analyze information from various sources (i.e. written, digital) for use in written or oral presentation.</li> </ol>
Foundational Concepts	<ol style="list-style-type: none"> <li>1 Define terms related to graphic arts/desktop publishing</li> <li>2 Identify and apply tools and palettes</li> <li>3 Explain copyright issues related to graphic arts/desktop publishing (e.g., legal, ethical)</li> <li>4 Demonstrate sensitivity to bias (e.g., culture, gender, age)</li> <li>5 Manage electronic files (e.g., storage, naming files, retrieval)</li> <li>6 Identify careers/self-employment opportunities in graphic arts/desktop publishing</li> <li>7 Exhibit leadership skills through a student organization (e.g., FBLA, PBL)</li> <li>8 Plan a preliminary layout for a publication using manual or digital tools</li> <li>9 Develop a work schedule to meet deadlines</li> <li>10 Use correct grammar, punctuation, and spelling</li> <li>11 Apply standard proofreaders' marks in editing copy</li> <li>12 Prepare a budget for a graphic arts/desktop publishing project</li> </ol>

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Managing Images	<ol style="list-style-type: none"><li>1 Use a digital camera to acquire appropriate resolution images (e.g., portrait, landscape, moving objects)</li><li>2 Use a scanner to digitize images with appropriate resolution for intended use</li><li>3 Import files and images from various sources (e.g., software-specific library, other applications, Internet)</li><li>4 Edit images (color, filter, tints, contrast, watermark, brightness)</li><li>5 Apply image modes (e.g., convert RGB, CMYK, grayscale)</li><li>6 Manipulate images (e.g., mask, resize, crop, scale, rotate, group/ungroup)</li><li>7 Create original drawings in illustration software</li><li>8 Determine appropriate image file formats (e.g., bmp, tiff, jpeg, gif, pict, eps)</li><li>9 Apply appropriate resolution settings for intended use of an image</li><li>10 Select color scheme</li><li>11 Select appropriate ink colors (e.g., Pantone, PMS)</li></ol>
Publication Layout	<ol style="list-style-type: none"><li>1 Set appropriate page layout options (margins, columns, double-sided, facing pages, page numbering)</li><li>2 Create master pages</li><li>3 Create templates (e.g. labels, business cards, brochures, programs)</li><li>4 Modify templates (e.g. labels, business cards, brochures, programs)</li><li>5 Use editing tools (e.g., copy, cut, paste)</li></ol>
The Printing Process	<ol style="list-style-type: none"><li>1 Describe the purpose and process of color separation.</li><li>2 Use print preview or WYSISYG layout before printing.</li><li>3 Select an appropriate printer and printer attributes (e.g., duplexing, tray size, paper size).</li><li>4 Perform color separation.</li><li>5 Convert desktop publication to format for exporting/Web posting (e.g., PDF, HTML).</li></ol>