

DESE Model Curriculum: Graphic Arts/Desktop Publishing (CIP Code: 11.0103)

GRADE LEVEL/UNIT TITLE: 11-12/Develop Basic Foundations of Communication

COURSE INTRODUCTION		
Students develop proficiency in using graphic arts/desktop publishing software to create a variety of business publications such as flyers, brochures, newsletters, etc.		
Course rationale: This area of instruction provides content for employment in career areas which include graphic arts/desktop publishing skills. Demand in this area will continue to expand as businesses utilize advanced graphic arts skills to increase their production efficiency and improve the creativity and quality of business documents and publications.		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Communication is a part of everyday life. Teamwork is prevalent in the workplace. To be a successful part of the workforce, you must be able to communicate and work well with others.	2 weeks	
	CLASS PERIOD (min.)	
	55 minutes	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> Why is teamwork an essential soft skill for employers? When searching for information, how do you determine which sources are reputable? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Demonstrate ability to listen/read and follow directions.	COMM.I.A.1.1 COMM.I.A.2.3 COMM.I.A.2.5	2
2. Demonstrate proofreading and spell check of written media.	COMM.IV.2.6	2
3. Demonstrate appropriate use of grammar while delivering presentations.	COMM.I.A.3.8 COMM.I.B.3.5	2
4. Demonstrate ability to format written communications to include numbers, and punctuation.	COMM.I.D.1.1	2
5. Demonstrate ability to function as a team member.	COMM.I.A.4.2 COMM.I.D.3.2 COMM.I.C.4.5 COMM.III.C.4.10	2
6. Demonstrate ability to research and analyze information from various sources (i.e. written, digital) for use in written or oral presentation.	COMM.I.C.2.1 COMM.I.C.1.7 COMM.I.C.2.6	3
ASSESSMENT DESCRIPTIONS		
This section will be assessed throughout the course with the projects and documents the students are completing.		

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OBJ. #	INSTRUCTIONAL STRATEGIES
3	ToyBox Leadership Book in a Day Presentation - Teacher Notes
OBJ. #	INSTRUCTIONAL ACTIVITIES
3	Graphic Organizer for Book in a Day
UNIT RESOURCES	
1. ToyBox Leadership Book By: Robin Hunter Jr. and Michael Waddell	
2. http://ethemes.missouri.edu/themes/1855	