

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

GRADE LEVEL/UNIT TITLE: 11-12/Discuss Foundational Concepts

<b>COURSE INTRODUCTION</b>		
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.		
<b>UNIT DESCRIPTION</b>	<b>SUGGESTED UNIT TIMELINE</b>	
In order to be a skilled designer, you must have strong foundational knowledge of basic design concepts and terminology.	2 weeks	
	<b>CLASS PERIOD (min.)</b>	
	55 minutes	
<b>ESSENTIAL QUESTIONS</b>		
<ol style="list-style-type: none"> <li>1. What is the difference between desktop publishing and graphic design?</li> <li>2. Copyright, it matters to me why?</li> </ol>		
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>	<b>NBEA STANDARD</b>	<b>DOK</b>
1. Define terms related to graphic arts/desktop publishing	COMM.I.C.4.1	1
2. Identify and apply tools and palettes	IT.V.3.5	1
3. Explain copyright issues related to graphic arts/desktop publishing (e.g., legal, ethical)	COMM.IV.3.9	3
4. Demonstrate sensitivity to bias (e.g., culture, gender, age)	COMM.I.D.3.3	3
5. Manage electronic files (e.g., storage, naming files, retrieval)	IT.III.1.2	2
6. Identify careers/self-employment opportunities in graphic arts/desktop publishing	CD.V.A.1.1	1
7. Exhibit leadership skills through a student organization (e.g., FBLA, PBL)	COMM.II.A.4.5	4
8. Plan a preliminary layout for a publication using manual or digital tools	COMM.I.D.2.1	3
9. Develop a work schedule to meet deadlines	CD.III.A.3.3	3
10. Use correct grammar, punctuation, and spelling	CD.III.D.3.6	2
11. Apply standard proofreaders' marks in editing copy	COMM.I.D.3.6	2
12. Prepare a budget for a graphic arts/desktop publishing project	CD.VI.D.2.2	4
<b>ASSESSMENT DESCRIPTIONS</b>		
<ol style="list-style-type: none"> <li>1. Formative Assessment: Quizlet Flashcards</li> <li>2. Summative Assessment: Real Estate documents – Project from Tonya Skinner</li> </ol>		

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<b>OBJ. #</b>	<b>INSTRUCTIONAL STRATEGIES</b>
3	1. Using teachingcopyright.org website a variety of teaching activities
6	2. Career video: <a href="http://www.youtube.com/watch?v=Jxu3aEuQFsM">http://www.youtube.com/watch?v=Jxu3aEuQFsM</a>
<b>OBJ. #</b>	<b>INSTRUCTIONAL ACTIVITIES</b>
3	1. Using teachingcopyright.org website a variety of student activities
6	2. Watch career video.
<b>UNIT RESOURCES</b>	
1.	Freelance Design: Is it right for you? <a href="http://desktoppub.about.com/cs/freelance_myths.htm">http://desktoppub.about.com/cs/freelance_myths.htm</a>
2.	Mo-Bused List Serve – Copyright Activities
3.	<a href="http://www.teachingcopyright.org">www.teachingcopyright.org</a> (wonderful site with student activities and teacher notes)
4.	<a href="http://quizlet.com/704849/desktop-publishing-terms-and-concepts-flash-cards/">http://quizlet.com/704849/desktop-publishing-terms-and-concepts-flash-cards/</a>