

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

GRADE LEVEL/UNIT TITLE: 11-12/Perform Publication Layout

COURSE INTRODUCTION		
<p>Students develop proficiency in using graphic arts/desktop publishing software to create a variety of business publications such as flyers, brochures, newsletters, etc.</p> <p>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.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Creating an effective layout saves time and money later.	2 weeks	
	CLASS PERIOD (min.)	55 minutes
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> 1. What are the advantages and disadvantages of using templates and/or master pages? 2. What are page layout options? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Set appropriate page layout options (margins, columns, double-sided, facing pages, page numbering)	COMM.IV.3.8	2
2. Create master pages	COMM.IV.3.8	2
3. Create templates (e.g. labels, business cards, brochures, programs)	COMM.IV.3.8	2
4. Modify templates (e.g. labels, business cards, brochures, programs)	COMM.IV.3.8	2
5. Use editing tools (e.g., copy, cut, paste)	COMM.I.D.4.7	2
ASSESSMENT DESCRIPTIONS		
<ol style="list-style-type: none"> 1. Formative Assessments: Assess the completed projects for layout. 2. Summative Assessments: Approve sketches before the creation process starts. 		
Obj. #	INSTRUCTIONAL STRATEGIES	
1-3, 5	1. Teacher Activities: Talking about Columns – use magazines to demonstrate and visually show page setup; Review existing documents to determine layouts, evaluate effectiveness & recreate magazine design.	
1-5	2. Guided Practice creating a birth announcement and a book.	
Obj. #	INSTRUCTIONAL ACTIVITIES	
1-3, 5	1. Students will review existing documents to determine layouts, evaluate effectiveness & recreate magazine design.	
1-5	2. Students create a Birth announcement and a book.	
UNIT RESOURCES		
Use BE Publishing simulations: Frillios Pizza (http://www.bepublishing.com/Frillios/Frillos_Pizza_305.htm)		