

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

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

<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>	
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	
	<b>CLASS PERIOD (min.)</b>	
	55 minutes	
<b>ESSENTIAL QUESTIONS</b>		
<ol style="list-style-type: none"> <li>Why is teamwork an essential soft skill for employers?</li> <li>When searching for information, how do you determine which sources are reputable?</li> </ol>		
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>	<b>NBEA STANDARD</b>	<b>DOK</b>
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

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<b>OBJ. #</b>	<b>INSTRUCTIONAL STRATEGIES</b>
3	ToyBox Leadership Book in a Day Presentation - Teacher Notes
<b>OBJ. #</b>	<b>INSTRUCTIONAL ACTIVITIES</b>
3	Graphic Organizer for Book in a Day