

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

GRADE LEVEL/UNIT TITLE: 11-12/Demonstrate Design Concepts

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	
Effective document creation is essential in promoting business. Following design principles will ensure the correct message is relayed to the audience.	2 weeks	
	CLASS PERIOD (min.)	
	55 minutes	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> How is white space effective? What are the implications of a design- audience mismatch? How can you make sure the reader identifies with your focal point? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Plan the proper use of white space.	COMM.IV.3.8	3
2. Apply the proper use of color.	COMM.IV.3.8	3
3. Create an effective focal point (e.g., primary, secondary).	COMM.IV.3.8	2
4. Create appropriate headlines.	COMM.IV.3.8	3
5. Position captions.	COMM.IV.3.8	2
6. Apply design principles (e.g., movement, balance, symmetry).	COMM.IV.3.8	4
7. Apply layering techniques in publications.	COMM.IV.3.8	2
8. Match the design to the appropriate audience.	COMM.I.D.3.7	4
OBJ. #	INSTRUCTIONAL STRATEGIES	
2	1. Teacher PowerPoint over Cover Wheel and Color Theory	
1-8	2. Mister Prescott dot com notes over contrast, repetition, alignment, and proximity (C.R.A.P.). Students then apply principles to fliers.	
1, 2, 6, 7	3. Guided Practice creating personalized plates.	
1-8	4. Students work on InDesign Power: Magazine Project using provided guidelines.	

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OBJ. #	INSTRUCTIONAL ACTIVITIES
2	1. Students locate advertisements that use color theory to attract their target customers.
1-8	2. Students learn about contrast, repetition, alignment and proximity (C.R.A.P.) and then locate a flyer with poor design and recreate using the principles discussed.
1, 2, 6, 7	3. Students create personalized plates.
1-8	4. Students work on project, InDesignPower: Magazine Project using project guidelines.