

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

GRADE LEVEL/UNIT TITLE: 11-12/Discuss Foundational 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	
In order to be a skilled designer, you must have strong foundational knowledge of basic design concepts and terminology.		2 weeks	
		CLASS PERIOD (min.)	
		55 minutes	
ESSENTIAL QUESTIONS			
1. What is the difference between desktop publishing and graphic design?			
2. Copyright: it matters to me. Why?			
ESSENTIAL MEASURABLE LEARNING OBJECTIVES		NBEA STANDARD	DOK
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
OBJ. #	INSTRUCTIONAL STRATEGIES		
3	1. Using teachingcopyright.org website a variety of teaching activities		
6	2. Career video: http://www.youtube.com/watch?v=Jxu3aEuQFsM		
OBJ. #	INSTRUCTIONAL ACTIVITIES		
3	1. Using teachingcopyright.org website a variety of student activities		
6	2. Watch career video.		