

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

GRADE LEVEL/UNIT TITLE: 11-12/Manage Images Appropriately

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	
A picture is worth a thousand words. Effective use of images is a critical part of the design process.	2 weeks	
	CLASS PERIOD (min.)	
	55 minutes	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> Why do we use images in graphic design? What is more important images or text? Why? What happens to the credibility of your finished project when the image has poor quality? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Use a digital camera to acquire appropriate resolution images (e.g., portrait, landscape, moving objects)	IT.IV.1.1	3
2. Use a scanner to digitize images with appropriate resolution for intended use	IT.IV.1.1	2
3. Import files and images from various sources (e.g., software-specific library, other applications, Internet)	IT.V.1.3	2
4. Edit images (color, filter, tints, contrast, watermark, brightness)	IT.V.3.5	4
5. Apply image modes (e.g., convert RGB, CMYK, grayscale)	IT.V.3.5	2
6. Manipulate images (e.g., mask, resize, crop, scale, rotate, group/ungroup)	IT.V.3.5	2
7. Create original drawings in illustration software	IT.V.1.3	2
8. Determine appropriate image file formats (e.g., bmp, tiff, jpeg, gif, pict, eps)	IT.VI.3.1	3
9. Apply appropriate resolution settings for intended use of an image	IT.V.3.5	3
10. Select color scheme	IT.V.3.5	3
11. Select appropriate ink colors (e.g., Pantone, PMS)	IT.V.3.5	3
OBJ. #	INSTRUCTIONAL STRATEGIES	
1	1. Photography 101 PowerPoint to demonstrate Photography/Digital Camera Basics and Kodak Photography 101	
6	2. Students review BlingBlinInDesign_1	
OBJ. #	INSTRUCTIONAL ACTIVITIES	
1	1. Students complete a Photo Scavenger Hunt.	
6	2. Students review BlingBlingInDesign_1	