

DESKTOP PUBLISHING II

Curriculum Content Frameworks

Please note: All assessment questions will be taken from the knowledge portion of these frameworks.

Prepared by

Kay Binns, Bryant High School
Reva Blacknall, Hall High School
Bonnie Chamberlain, El Dorado High School
Erma Cummings, Little Rock Mills High School
Marybeth Harmon, DeQueen High School
Carla James, Sulphur Rock High School
Lauri McAdory, Benton High School
Stacey Peters, Osceola Schools
Angie Raney, Spring Hill High School
Marion Sibert, Greenbrier Schools
Sharon Todd, Paris High School
Shanda Wood, Southside-Batesville Schools

Facilitated by

Karen Chisholm, Program Manager
Office of Assessment and Curriculum
Arkansas Department of Workforce Education

Edited by

Denise Patrick, Trinity Marketing
Dino Ochello, Trinity Marketing
Sandra Porter, Program Manager
Jim Brock, Program Advisor
Ted Dean, Program Advisor
Office of Business/Marketing Technology
Arkansas Department of Workforce Education

Disseminated by

Career and Technical Education
Office of Assessment and Curriculum
Arkansas Department of Workforce Education

Curriculum Content Frameworks

DESKTOP PUBLISHING II

Grade Levels: 11, 12
Course Code: 492160

Prerequisite: Desktop Publishing

Course Description: Desktop Publishing II is a one-semester course designed to study the process of analyzing information and audience in order to choose the appropriate visual signals to communicate the desired message effectively. Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.

Table of Contents

	Page
Unit 1: Photo Editing	1
Unit 2: Custom Colors	2
Unit 3: Advanced Layout and Design	3
Unit 4: Presentation Design	4
Unit 5: Web Page Design	5
Glossary	6

Unit 1: Photo Editing

Hours: 15

Terminology: Bitmap format (BMP), Brightness, Contrast, Crop, GIF or GIFF, JPG or JPEG, Layering, Photo, Photo editing, Resize, Rotate, TIF or TIFF

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
1.1 Define terminology	1.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to photo editing [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
1.2 Explain photo editing	1.2.1 List photo editing software packages	Foundation	Writing	Applies/Uses technical concepts [1.6.4]	
	1.2.2 Evaluate the difference between photo editing software and desktop publishing software	Thinking	Reasoning	Sees relationship between two or more ideas, objects, or situations [4.5.5]	
1.3 Describe photo management features	1.3.1 Open a photo	Foundation	Listening	Follows directions [1.2.6]	
	1.3.2 Save a photo using various file formats				
1.4 Describe photo editing features	1.4.1 Edit and manipulate photos using the following features: crop, rotate, resize, brightness/contrast, layering	Foundation	Listening	Follows directions [1.2.6]	
	1.4.2 Print a photo in a special size (i.e., 4x6, 5x7)	Thinking	Creative Thinking	Creates new design by applying specific criteria [4.1.3]	
	1.4.3 Import an edited photo into a document				
	1.4.4 Demonstrate color mode to black and white mode conversion				
	1.4.5 Evaluate and change dpi resolution of a photo from 72 dpi to 150 dpi/300 dpi				

Unit 2: Custom Colors

Hours: 10

Terminology: Adjacent colors; Cyan, magenta, yellow, black (CMYK); Color scheme; Color wheel; Complementary colors; Custom color; Process color; Split-complementary colors; Spot color

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.1 Define terminology	2.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/ Understands technical words that pertain to custom colors [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
2.2 Discuss color	2.2.1 Differentiate between spot and process color	Foundation	Listening	Follows directions [1.2.6]	
	2.2.2 List the four process colors (CMYK)	Thinking	Knowing how to Learn	Applies new knowledge and skills to create custom colors [4.3.1]	
	2.2.3 Analyze appropriate use of spot color				
	2.2.4 Describe some general guidelines for selecting a color scheme (i.e., color wheel, complementary colors, split-complementary colors, adjacent colors)				
2.3 Explain custom colors	2.3.1 Create custom colors	Thinking	Creative Thinking	Creates a new design by applying specific criteria [4.1.3]	
	2.3.2 Create a document using custom colors				
2.4 Explain color separation	2.4.1 Prepare a multi-color publication and separate by color to send to a commercial print shop	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
			Knowing How to Learn	Applies new knowledge and skills to color separation [4.3.1]	

Unit 3: Advanced Layout and Design

Hours: 20

Terminology: Column, Footer, Form, Header, Index, Row, Style, Table, Table of contents, Template

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
3.1 Define terminology	3.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/ Understands technical words that pertain to layout and design [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
3.2 Review tables	3.2.1 Create a table in a document	Foundation	Listening	Follows directions [1.2.6]	
	3.2.2 Use a table to create a form	Thinking	Knowing how to Learn	Applies new knowledge and skills to create a new idea [4.3.1]	
3.3 Explain templates	3.3.1 Create a template	Thinking	Creative Thinking	Creates a new design by applying specific criteria [4.1.3]	
	3.3.2 Set repetitive elements, such as headers, footers, columns, and page numbers				
	3.3.3 Modify template elements				
	3.3.4 Apply a template to a document				
3.4 Explain styles	3.4.1 Create styles in a document	Thinking	Reasoning	Evaluates information for accuracy, appropriateness, and style [1.3.14]	
	3.4.2 Apply styles to text in a document				
3.5 Explain table of contents and index	3.5.1 Create a table of contents in a document	Thinking	Decision Making	Evaluates information to make the best decision [4.2.5]	
	3.5.2 Create an index in a document				
3.6 Explain the need to link files	3.6.1 Create a publication on transferable media, open and link files (image and fonts)	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
			Knowing how to Learn	Applies new knowledge and skills to linking files [4.3.1]	
3.7 Discuss conversion of documents to pdf as a final format	3.7.1 Demonstrate how to appropriately convert a document to pdf	Thinking	Knowing how to Learn	Applies new knowledge and skills to converting documents to pdf [4.3.1]	
3.8 Discuss zipping and unzipping files, rationale, methods and criteria	3.8.1 Demonstrate the proper way to zip and unzip files for use in desktop publishing	Thinking	Knowing how to Learn	Applies new knowledge and skills to zipping and unzipping files [4.3.1]	

Unit 4: Presentation Design

Hours: 10

Terminology: Design principles, Multimedia presentation

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
4.1 Define terminology	4.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to presentation design [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
4.2 Identify multimedia presentations	4.2.1 Review design principles for presentations	Foundation	Listening	Listens for content [1.2.3]	
	4.2.2 Create a multimedia presentation utilizing the following desktop publishing techniques: text, color, layout, design, edited photo, graphic	Thinking	Creative Thinking	Follows directions [1.2.6] Creates a new design by applying specific criteria [4.1.3]	
4.3 Review design principles for presentation	4.3.1 Create a presentation using proper design principles	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
			Knowing how to Learn	Applies new knowledge and skills to linking files [4.3.1]	
4.4 Discuss Web page design	4.4.1 Evaluate Web pages using desktop publishing principles	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
	4.4.2 Create a Web page utilizing desktop publishing features		Knowing how to Learn	Applies new knowledge and skills to linking files [4.3.1]	

Unit 5: Web Page Design

Hours: 5

Terminology: Web page

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
5.1 Define terminology	5.1.1 Prepare a list of terms with definitions	Foundation	Writing	Applies/Understands technical words that pertain to Web page design [1.3.6]	
5.2 Discuss Web page design	5.2.1 Evaluate Web pages, using desktop publishing principles	Foundation	Listening	Listens for content [1.2.3]	
	5.2.2 Create a Web page utilizing desktop publishing features	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
			Decision Making	Evaluates information/data to make best decisions [4.2.5]	

Glossary

Unit 1: Photo Editing

1. Bitmap format (BMP) – the format normally used in the Windows environment, which is the only graphics format in which compression actually enlarges the file (large file format)
2. Brightness – the overall percentage of lightness in an image; from very dim to very bright
3. Contrast – the relationship between the light and dark areas of an image
4. Crop – removing or concealing unwanted parts of an image
5. Graphic Interchange Format (GIF or GIFF) – an image file format used to create line drawings, images with transparent backgrounds, and animated figures
6. Joint Photographic Experts Group (JPG or JPEG) – a format ideally suited for compressing lots of pictures in small spaces, resulting in a loss of picture quality
7. Layering – placing one element on top of or below another
8. Photo – a picture, recorded by a camera, of a person or scene in the form of a print or transparency
9. Photo editing – to prepare a photo for publication or presentation, as by correcting, revising, cutting, cropping, or adapting
10. Resize – to change the size of something
11. Rotate – to change the position of an object or text by a specific amount of degrees
12. Tagged Image File Format (TIF or TIFF) – most widely used digital format; best suited for high contrast photos (i.e., lossless format)

Unit 2: Custom Colors

1. Adjacent colors – colors located next to one another on the color wheel
2. CMYK (cyan, magenta, yellow, black) – the four ink colors used to create most process color printing
3. Color scheme – a defined set of colors
4. Color wheel – a circle containing a spectrum of color
5. Complementary colors – colors located directly opposite one another on the color wheel
6. Custom color – color designed by the user specifically for a document
7. Process color – use of many colors in a publication (most commonly CMYK)
8. Split-complementary colors – color scheme consisting of one color combined with the two other colors that are located on either side of its opposite (complementary) color
9. Spot color – a printing technique that uses one premixed color ink for each color used in a publication

Unit 3: Advanced Layout and Design

1. Column – one of two or more vertical sections of typed lines lying side by side on a page and separated by a rule or a blank space
2. Footer – repetitive text that appears at the bottom of pages in a publication
3. Form – a document that usually contains blank spaces for answers or information to be inserted
4. Header – identifying text that appears at the top of pages in a publication
5. Index – an alphabetical listing of key words, phrases, or topics that includes the page numbers on which those items are found within a publication
6. Row – one of two or more horizontal sections of typed lines lying above or below each other on a page and separated by a rule or a blank space
7. Style – a named group of character and paragraph format that can be applied to text
8. Table – a method for organizing information both horizontally (in rows) and vertically (in columns)
9. Table of contents – a listing of the major entries in a publication
10. Template – a publication that can be used as a "model" for the creation of new documents

Unit 4: Presentation Design

1. Design principles – conveying the message in a publication of target audience, consistency, and organization
2. Multimedia presentation – use of a computer to combine sound, animation, video, color, graphics, and text in a presentation

Unit 5: Web Page Design

1. Web page – a combination of text, video, audio, and animation in a graphic format