Standards and Competencies for Desktop Publishing (Course # 3741)

	Begin-End Yr
Standard 1 - The student will be able to evaluate the purposes, functions and features of desktop publishing software	2009 -
1.1 - Compare and contrast the differences in page layout, graphic and word processing software.	2009 -
1.2 - Interpret terminology, features and concepts of electronic publishing.	2009 -
1.3 - Apply desktop publishing and word processing skills to produce professional looking documents	2009 -
1.4 - Identify various items that can be designed and published using publishing software	2009 -
1.5 - Compose, organize and edit information using keyboard, scanner, camera, Internet and digital imaging software.	2009 -
Standard 2 - The student will research and apply knowledge of ethical and legal issues within the industry	2009 -
2.1 - Demonstrate work ethics that include integrity, honesty, loyalty, and perseverance to be accepted by industry.	2009 -
2.2 - Research benefits and consequences resulting from the practice of business ethics.	2009 -
2.3 - Comprehend copyright laws and their applications to visual art, design, and photography	2009 -
2.4 - Research legal responsibilities associated with the use of the Internet as required by federal and state government agencies	2009 -
Standard 3 - The student will research and apply typography concepts and guidelines for preparation of electronic publications	2009 -
3.1 - Analyze composition processes.	2009 -
3.2 - Analyze principles of typography.	2009 -
3.3 - Illustrate how to apply typographical commands to text.	2009 -
3.4 - Evaluate the effectiveness of typography in publications.	2009 -
3.5 - Contrast and compare the typography from at least two print sources: composition techniques, different typestyles, different types of justification	2009 -
3.6 - Analyze layout principles.	2009 -
3.7 - Analyze principles of design, including special effects techniques; thumbnail sketches; guides, rulers, scales, menus, pallets; text alignment, elements positioning, rules of page design for printed text; margins, gutters, ta	2009 -
3.8 - Illustrate gradiations in shapes and blend colors.	2009 -
3.9 - Illustrate methods of importing and exporting text and graphics.	2009 -
Standard 4 - The student will apply concepts of electronic publishing, design, layout, composition, and paste-up	2009 -
4.1 - Demonstrate the principles of design, including special effects techniques; thumbnail sketches; guides, rulers, scales, menus, pallets; text alignment, elements positioning, rules of page design for printed text; margins, gut	2009 -
4.2 - Demonstrate principles of typography.	2009 -
4.3 - Illustrate gradiations in shapes and blend colors.	2009 -
4.4 - Importing and exporting text and graphics.	2009 -
4.5 - Demonstrate layout and design principles using various print sources	2009 -
Standard 5 - The student will relate and apply layout and design knowledge, skills, and techniques to the production of various projects.	2009 -
5.1 - Compare and contrast a variety of different newsprint media. (Gateway English II 1.04)	2009 -
5.2 - Create masthead based on observed practices.	2009 -
5.3 - Understand continuity and form in publications.	2009 -
5.4 - Digitally manipulate, enhance, and produce photographs or other art elements utilizing photo editing software.	2009 -
Standard 6 - The student will demonstrate skills necessary for safety and environmental protection in visual art, design, printing, and photography.	2009 -
6.1 - Implement and comply with procedures established by the Environmental Protection Agency (EPA) and Occupational Safety & Health Administration (OSHA).	2009 -
6.2 - Analyze and categorize safety and health hazards and their prevention and treatment in the classroom and industry.	2009 -
Standard 7 - The student will evaluate career opportunities and career paths while demonstrating employability skills required within industry	2009 -
7.1 - Develop a profile of career opportunities.	2009 -
7.2 - Project future career opportunities within the industry.	2009 -
7.3 - Display organizational skills including following a work schedule, meeting deadlines, maintaining a clean and orderly work area, working on multiple tasks simultaneously, maintaining inventory, storing equipment in appropriat	2009 -
Standard 8 - The student will develop and demonstrate human relations, self-management, and workplace enhancement skills	2009 -
8.1 - Examine the value of leadership skills and self-reliance through evaluation	2009 -
8.2 - Assess critical thinking and decision making skills	2009 -
8.3 - Evaluate co-worker relationship skills.	2009 -
8.4 - Demonstrate effective teamwork.	2009 -
8.5 - Apply parliamentary procedure skills.	2009 -
8.6 - Examine the goals and principles of Future Business Leaders of America	2009 -
Standard 9 - The student will apply appropriate tools and units of measurement; develop effective estimation and computation strategies for producing reasonable results; and calculate using appropriate tools such as mental mathematics, te	2009 -
9.1 - Demonstrate the ability to plan and layout a spread using proper layout and scale	2009 -

	9.2 - Demonstrate the ability to use computer software to identify, create, and manipulate surfaces, scale, rotation, zoom, shading and layout.	2009 -
	9.3 - Apply art elements to design for marketing purposes.	2009 -
	9.4 - Demonstrate ability to operate cameras and other photographic instruments used in industry	2009 -
Standard 10 - The student will demonstrate understanding of concepts related to space and dimension		2009 -
	10.1 - Demonstrate design and layout techniques.	2009 -
	10.2 - Create simple illustrations.	2009 -
	10.3 - Demonstrate development of layouts applying elements of line, shape, texture, and value to create form and space.	2009 -
	10.4 - Organize information and communicate ideas by visualizing space configurations	2009 -
Standard 11 - The student will apply persuasive communication skills to construct meaning and/or communicate ideas through the visual arts and/or a variety of print materials.		2009 -
	11.1 - Apply media techniques and processes with sufficient skill, confidence, and sensitivity to achieve identified goal.	2009 -
	11.2 - Compare the power of visual art to communicate concepts.	2009 -
Standard 12 - The student will use research tools to locate sources of information to enhance the communication of ideas and information to a variety of audiences for a variety of purposes in a variety of modes.		2009 -
	12.1 - Demonstrate the ability to communicate information to a specific audience for a specific purpose in print, art, and/or speech.	2009 -