

Desktop Publishing

Course Code: 11152

Rationale Statement:

Desktop publishing is used today by hundreds of thousands of people worldwide to produce a variety of publications. The use of desktop publishing can improve the effectiveness of the printed communications produced, is faster and less expensive than commercial printing, and helps to express imagination on paper in new ways. A proficiency in desktop publishing can provide students a definite advantage in the job market.

Suggested Grade Level: 9-12

Topics Covered:

- Career opportunities
- Desktop publishing hardware and software
- Variety of desktop publications
- Legal and ethical issues
- Design process
- Principles of typography
- Desktop publishing software skills
- Integration of text and graphics in desktop publications
- Desktop publishing design and layout
- Preparation of documents for publication

Core Technical Standards & Examples:

Indicator #1: Summarize opportunities in the desktop publishing	
Bloom's Taxonomy Level	Standards and Examples
Understanding	DP1.1 Compare career opportunities in the area of desktop publishing Examples: <ul style="list-style-type: none">• Research opportunities for employment in desktop publishing.• Interview a professional working in the area of desktop publishing.• Research the requirements, skills, wages, education, and geographic opportunities in the area of desktop publishing.
Indicator #2: Apply principles and techniques of desktop publishing	

Bloom's Taxonomy Level	Standard & Examples
Understanding	<p>DP2.1 Interpret desktop publishing documents</p> <p>Examples:</p> <ul style="list-style-type: none"> • Identify various items that can be designed and published using publishing software • Develop a collection of examples of a variety of professionally designed desktop publications • Compare and contrast different desktop publishing publications
Applying	<p>DP2.2 Use tools for creating desktop publications</p> <p>Examples:</p> <ul style="list-style-type: none"> • Demonstrate appropriate care and maintenance of desktop publishing hardware • Evaluate the appropriateness and usability of specific desktop publishing hardware for a given situation • Compare and contrast the difference in page layout, graphic and word processing software
Understanding	<p>DP2.3 Explore legal and ethical issues related to desktop publishing</p> <p>Examples:</p> <ul style="list-style-type: none"> • Complete a web quest on legal issues related to desktop publishing • Research instructions and forms for registration of desktop publishing product with Copyright office • Obtain formal permission for use of an art form, design, or photograph in a desktop publishing publication • Explore release forms necessary for photographing people/places

Indicator #3: Analyze desktop publication content

Bloom's Taxonomy Level	Standard & Examples
Applying	<p>DP3.1 Apply the design process in the creation of a desktop publication</p> <p>Examples:</p> <ul style="list-style-type: none"> • Create a chart that describes each step in the design process • Draw a thumbnail sketch of a planned publication • Evaluate a desktop publication for target audience and purpose of

	<p>publication</p> <ul style="list-style-type: none"> • Use the design process to plan a desktop publication
Analyzing	<p>DP3.2 Analyze the principles of typography used in desktop publications</p> <p>Examples:</p> <ul style="list-style-type: none"> • Create a chart itemizing type fonts, styles, sizes and their appropriate uses • Compare and contrast the typography from at least two print sources for composition techniques, typestyle, and type of justification • Prepare a layout using typography specifications
Analyzing	<p>DP3.3 Analyze desktop publication design and layout</p> <p>Examples:</p> <ul style="list-style-type: none"> • Analyze a publication for readability and attractiveness (use of white space, column width and spacing, grids/guides, margins, and graphic/text placement) • Design a layout for a specific publication that incorporated use of white space, appropriate column width and spacing, use of grids and guides, appropriate margins, and effective placement of graphic and text • Create a layout that successfully applies elements of line, shape, texture, and value to create form and space • Revise the appearance of a current document by incorporating graphic boxes, lines, illustrations, color, and/or images
Indicator #4 Create publications using desktop publishing concepts	
Bloom's Taxonomy Level	Standard & Examples
Creating	<p>DP4.1 Produce and critique document for final publication</p> <p>Examples:</p> <ul style="list-style-type: none"> • Produce screen printing publication • Generate brochures • Construct newsletters • Print on demand documents • Use proofreader's marks to evaluate a peer's publication
Evaluating	<p>DP4.2 Evaluate publication options for desktop publication document</p> <p>Examples:</p> <ul style="list-style-type: none"> • Research available binding options for intended use of publication and

	<p>personal budget</p> <ul style="list-style-type: none">• Select a binding option for a specific publication
Creating	<p>DP4.3 Construct publication for commercial printing</p> <p>Examples:</p> <ul style="list-style-type: none">• Develop a list of considerations for preparing publications for commercial printing• Prepare a specific publication for commercial printing• Print a specific publication for delivery to client