

Advanced Desktop Publishing

Rational Statement:

Advanced Desktop Publishing provides advanced skill development in the electronic procedures of producing and editing publications. Students create, format, illustrate, design, edit/revise, and print publications. Improving quality and productivity of electronically produced newsletters, flyers, brochures, reports, advertising materials and other publications are emphasized. Proofreading, document composition and communication are also skills necessary in the desktop publishing industry.

Suggested Grade Level: 9-12

Topics Covered:

- **Setting Project Requirements**
- **Project Management**
- **Working with Specific Design Elements**
- **Manipulation of Images and Graphic Elements**
- **Publishing Digital Pieces**
- **Press Production**

| Indicator #1: Establish project requirements based on client needs and expectations. | |
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| Bloom's Taxonomy Level | Standards and Examples |
| Applying | <p>ADP 1.1 Utilize design industry software and hardware to output appropriate file formats for web and print mediums.</p> <p>Examples:</p> <ul style="list-style-type: none">• Prepare client files from preflight to plate-making.• Prepare files throughout the design process.• Explain various digital printing technologies, their applications and workflow steps. |
| Analyzing | <p>ADP 1.2 Examine project requirements based on purpose, audience and project needs.</p> <p>Examples:</p> <ul style="list-style-type: none">• Communicate ideas and information required.• Combine text and graphics communicating an effective message to the target audience.• Troubleshoot common problems and their solutions pertaining to tools and quality control issues. |

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| Evaluating | <p>ADP 1.3 Evaluate copyright rules for images and materials in print and web mediums.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Analyze image downloads and effects on the photography industry. • Evaluate how future technologies impact copyright laws and issues. • Model legal and ethical behaviors using information and images. • Distinguish between royalty free and copyrighted images and text. • Evaluate the granting permission process necessary to use copyrighted material. |
| Applying | <p>ADP 1.4 Manage project tasks and responsibilities.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Prepare preplan documents with thumbnail sketches. • Determine document setup requirements. • Evaluate paper type and style selection for the print job. • Describe the binding and finishing procedures and equipment used. • Explain specific activities, procedures, and equipment used throughout the project. |
| Applying | <p>ADP 1.5 Communicate with others the design plans.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain preflight to plate-making processes to client. • Troubleshoot problems as they arise with clients. • Communicate ideas with peers and clients. • Collaborate with others on projects. |

Indicator #2: Evaluate desktop publishing designs for their proper design principles and elements.

| Bloom's Taxonomy Level | Standards and Examples |
|------------------------|---|
| Evaluating | <p>ADP 2.1 Critique design resolution, quality, size, and file format.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Calculate pixel size for a high quality image. • Discern between raster/bitmap and vector images. • Evaluate the intended uses of .jpg, .bmp, .pdf, .png, .gif, .psd, .ia, .eps, .pub and idd. |
| Evaluating | <p>ADP 2.2 Support design principles, elements and image composition.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Appraise using RGB and CMYK color modes. • Defend color schemes using the color wheel including complementary and analogous colors. • Evaluate images for design elements such as focal point, white space, rule of thirds, balance, harmony, unity and rhythm. |
| Analyzing | <p>ADP 2.3 Appraise typography and its uses.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Apply typography theory when designing published pieces. • Examine the relationship between written and typographic letterforms and the contexts in which typographic communication exists. • Appraise typography with aesthetic and conceptual problem solving skills. |
| Applying | <p>ADP 2.4 Choose color correction methods on images.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Demonstrate proficiency in eliminating color casts, unnatural and uneven tones, dull highlights, murky shadows, and low contrast. • Solve color imbalances using levels, histograms and curves. • Conduct target-based corrections and prepare images for print using on-screen proofing and CMYK conversion. |

Indicator #3: Formulate a problem solving procedure in the design process.

| Bloom's Taxonomy Level | Standards and Examples |
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| Analyzing | <p>ADP 3.1 Differentiate methods used in desktop publishing.</p> <p>Examples:</p> <ul style="list-style-type: none">• Compare simplified desktop publishing methods.• Defend and justify a solution using a decision making method.• Compare and contrast publications using attributes of purpose, design and audience elements against design software. |
| Creating | <p>ADP 3.2 Formulate a solution using a variety of design software.</p> <p>Examples:</p> <ul style="list-style-type: none">• Create publications based on the purpose, structure, and intended audience using an image, graphic or page layout-type of software.• Incorporate and create publications for a real-world business simulation.• Use techniques to evoke the desired emotion in publications. |
| Applying | <p>ADP 3.3 Demonstrate organizational and leadership skills in operating technological systems.</p> <p>Examples:</p> <ul style="list-style-type: none">• Select digital tools or resources to use for a real-world task and justify the selection based on their efficiency and effectiveness.• Execute multi-color jobs with scans, color separation techniques, spot color artwork, trapping and various impositions.• Exhibit a positive attitude toward using technology that supports collaboration, learning and productivity.• Use procedures, equipment, and materials for folding, stitching, cutting, binding, foil stamping and laminating.• Use graphic design technology such as scanners, color inkjet and laser printers, and digital cameras. |