

Desktop Publishing/Graphic Design

COURSE OUTLINE

1. Course Title: Desktop Publishing/Graphic Design

2. CBEDS Title: Desktop Publishing

3. CBEDS Number: 5757

4. Job Titles:

Graphic Art Technician

Graphic Artist

Desktop Publisher

Production Artist

Pre-Press Technician

5. Course Description:

This is computer design course that will stress the use of pictorial illustration for visualization and communication. Students will develop an understanding of the basic design elements and principles, composition and typography. Students will learn page assembly, graphic effects, balance, visual weight, directional flow, unit, appropriateness, and consistency. The focus is on visual thinking, exploring the relationship between type and image, and developing multiple solutions to a given problem. Digital images will be produced using a variety of computer technologies, to include: Adobe PhotoShop CS. Adobe Illustrator 10, and Adobe In Design CS. This course includes classroom instruction and lab exercises.

Student Outcomes and Objectives:

Students will:

1. Open a new and existing document, set up and save a document, insert images and objects, cut, copy, and paste information, undo previous actions, format text (size, color, face, style, alignment), and use software tools. Students will also work with color, create basic shapes, and make basic photo corrections.
2. Explore the relationship of color, composition and typography.
3. Learn how lines, shapes, images and size (i.e. objects, images, text) create the mood and extract the information that they want the reader to experience when they see and read a document.
4. Learn how to use the various painting tools and brushes, import and link graphics, draw vector graphics, transform objects, work with masks and paths, and work with layers and tables.
5. Learn advanced layer techniques, creating special effects, preparing images for printing, combining Illustrator graphics and Photoshop images, advanced typography, producing and printing consistent color
6. Complete a major graphics project encompassing the design life cycle to find the best solution to a challenge (e.g., a client request for marketing materials),
7. Learn to determine the inherent need of the client, take preliminary ideas and find multiple ways of presenting those ideas.
8. Develop problem solving skills and needs adjustment to clients work. Students will continue to develop effective testing, evaluating and assessment skills.

Pathway

Recommended Sequence	Courses
Introductory	Introduction to Computers
Skill Building	Desktop Publishing/Graphic Design
Advanced Skill	3D Animation

6. Hours: *Students receive up to 180 hours of classroom*

7. Prerequisites: Advanced Computer Applications

8. Date (of creation/revision): July 2010

9. Course Outline

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Upon successful completion of this course, students will be able to demonstrate the following skills necessary for entry-level employment.				
Instructional Units and Competencies	Course Hours	Model Curr. Standards	CA Academic Content Standards	CAHSEE
I. CAREER PREPARATION STANDARDS A. Career Planning and Management 1. Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers. a. Students will identify skills needed for job success. b. Students will identify the education and experience required for moving along a career ladder. 2. Understand the scope of career opportunities and know the requirements for education, training, and licensure. a. Students will describe how to find a job. b. Students will select two jobs in the field and map out a timeline for completing education, certification or licensing requirements. c. Students will describe career opportunities in the industry sector. 3. Develop a career plan that is designed to reflect career interests, pathways and postsecondary options. a. Students will conduct a self-assessment and explain how professional qualifications affect career choices. 4. Understand the role and function of professional organizations, industry associations, and organized labor in a productive society. a. Contact two professional organizations and identify the steps to become a member. 5. Understand the past, present and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning. a. Students will describe careers in business. b. Students will identify work-related cultural differences to prepare for a global marketplace. c. Students will relate the importance of the business management to the California economy. 6. Know the main strategies for self-promotion in the hiring process, such as completing job applications, resume writing, interviewing skills, and preparing a portfolio. a. Students will write and key a resume, cover and thank you letters, and complete a job application. B. Technology 1. Understand past, present and future technological advances as they related to a chosen pathway. 2. Understand the use of technological resources to gain access to, manipulate, and produce information, products and services. a. Students will demonstrate the ability to complete simple tasks on the computer, including word processing, wiring and order and inventory control. 3. Understand the influence of current and emerging technology on selected segments of the economy. 4. Use appropriate technology in the chosen career pathway.	20 Additional hours are integrated throughout the course.	Arts, Media & Entertainment Industry Sector Foundation Standards: Reading 2.0 (2.6) Writing 2.2 (2.5, 2.6) Career Planning & Mgmt. 3.1, 3.2, 3.3, 3.4, 3.5,3.6, 3.7 Technology 4.1, 4.2 4.3, 4.4, 4.5, 4.6	<u>Language Arts</u> (8) R 1.3, 2.6 W1.3, 2.5, LC 1.4,1.5 1.6 LS1.2, 1.3, (9/10) R2.1,2.3,2 W2.5 LC1.4 LS 1.1, 2.3 (11/12) R2.3 W2.5 LC1.2 <u>Math</u> (7) NS1.2, 1.7 MR 1.1,1.3 2.7,2.8, 3.1	Lang. Arts R 8.2.1 (9/10) R 2.1, 2.3 W2.5 Math (7) NS 1.2, 1.3, 1.7 MR 1.1, 2.1, 3.1

<p>C. Problem Solving and Critical Thinking</p> <ol style="list-style-type: none"> 1. Apply appropriate problem-solving strategies and critical thinking to work-related issues and tasks. 2. Use critical thinking skills to make informed decisions and solve problems. <p>D. Health and Safety</p> <ol style="list-style-type: none"> 1. Know policies, procedures, and regulations, regarding health and safety in the workplace, including employers’ 2. Use tools and machines safely and appropriately. 3. Know how to both prevent and respond to accidents in the industry. <p>E. Responsibility and Flexibility</p> <ol style="list-style-type: none"> 1. Understand the qualities and behaviors that constitute a positive and professional work demeanor. 2. Understand the importance of accountability and responsibility in fulfilling personal, community, and work place roles. 3. Understand the need to adapt to varied roles and responsibilities. <p>F. Ethics and Legal Responsibilities</p> <ol style="list-style-type: none"> 1. Know the major local, district, state and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations. 2. Understand the concept and application of ethical and legal behavior consistent with workplace standards. <ol style="list-style-type: none"> a. Contact a business and obtain a copy of their rules for employment. b. Role play difference ethical scenarios. 3. Understand the role of personal integrity and ethical behavior in the workplace. <p>G. Leadership and Teamwork</p> <ol style="list-style-type: none"> 1. Understand the ways in which preprofessional associations such as the Int’l Graphic Arts Education Assn. (IGAEA) and competitive career development activities enhance academic skills, promote career choices, and contribute to employability. 2. Understand leadership, cooperation, collaboration, and effective decision-making skills applied in group or team activities, including the student organization. <p>H. Technical Knowledge and Skills</p> <ol style="list-style-type: none"> 1. Understand the aims, purposes, history, and structure of various professional graphic organizations, and know the opportunities they makes available. 				
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Instructional Units and Competencies	Hours	Industry Standards.	CA Academic Standards	CAHSEE
A Basic Computer Operation (Computer Literacy) 1. Basic DOS Commands 2. Power-up and Power-down Procedures 3. Directory Information to Printer 4. Pointing Device 5. Graphics Tables with Stylus 6. Image Scanner/OCR Scanner	20	Information Technology Industry Sector Media Support & Services Pathway B1.2 B1.4 B1.6 B2.1 B3.3	ELA 9-10; R; 2.6 W; 1.3, 1.8, 2.3d, 2.5, 2.6	ELA 9-10; W; 1.3-1.8
B. Basic Word Processing Concepts	15		ELA 11-12; W; 1.8, 2.5, 2.6	
C. Introduction to Desktop Publishing	3			
D. Fundamentals of Page Layout Software 1. Functions of Editing 2. Text Attributes 3. Modes, Columns, Margins 4. Pictures, Text and Graphic Frames 5. Text a. Base Page/Frames Cut, Copy and Paste 6. Clip Art or Scanned Images a. Size/Scale	17	Foundation Standards 10.1 10.6 10.7	S. 9-12; IE; 1a & d.	
E. Basic Principles of Page Layout Concepts 1.Thumbnail and Rough Layout 2.Page Size and Orientation 3.Grid System for Layout 4.Effective Use of White Space 5.Design Principles and Techniques 6.Creation of a. Style Sheet, Logo and/or Letterhead Design b. Certificate, Flyer, Brochure, CD Covers, menus c. Newsletter, Resume	25			
F Basic Typographic Fundamentals and Control 1. Major Type Classifications 2. Type, Style and Sizes 3. Printer Measure a. Points, Picas, Em and En Spaces 4. Tracking and Kerning Functions	20			
G Graphics Software 1. Drawing Tools 2. Paint and Enhance Image with Various Brushes and Tools 3. Default Settings 4. Custom Color Palette 5. Fonts and Text Selection 6. Import Foreign Files 7. Graphics Images a. Scan/Import/Enhance/Manipulate	25			

H	Computer Graphic Design 1. Audience and Intent Identification 2. Communication Format 3. Basic Graphic Design Principles 4. Relationship of Space, Size, Shape, Color & Shading 5. Message Enhancement a. Color, Shapes, Pattern Designs and Other Devices	25		ELA 9-10; R; 2.6 W; 1.8, 2.3d, 2.6 ELA 11-12; W; 1.8, 2.6 LS; 2.4	M. 7; MR; 3.3
I	Integrated Software Concepts 1. Field/Record/File 2. Import/Export Data 3. Global Defaults 4. Printer Installation	15	Information Technology Industry Sector Media Support & Services Pathway		
J	Printer Use and Selection 1. Portion Printing of Document 2. Printer Setup 3. Different Printer Fonts and Printer Enhancements 4. Multiple Copies 6. Printer a. Replacement of Paper & Ribbon/Cartridge	5	B2.1 B2.2 B2.3 B3.1 B3.2		

10. Additional recommended/optional items

- a. Articulation: None
- b. Academic credit: None
- c. Instructional strategies:
 - Methods of Instruction:
 - a. Lecture
 - b. Audio Visual Materials
 - c. Demonstration
 - d. Research Readings and Written Presentations
 - e. Homework Assignments
 - f. Group & Individual Activities
 - g. Discussion & Group Dynamics
 - h. Quizzes, Tests & Final Exam
 - i. Guest Speakers
 - j. Internet Exploration
- d. Instructional materials:
- e. Certificates: None