

Desktop Publishing 11

District Name: Mission
District Number: 75
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School Name: Mission Secondary
Principal's Name: Randy Huth
Board/Authority Approval Date: January 15, 2004

Board/Authority Signature:

Course Name: Desktop Publishing
Grade Level of Course: 11
Number of Course Credits: 4
Number of Hours of Instruction: 120

Prerequisite(s): Computer Studies 9 or 10 or consent of the instructor based upon proof of basic computer skills. Students also require the Internet Access Permission form to be filled out.

Special Training: Instructor must have basic knowledge of computers including using a networked lab, and desktop publishing software (ideally CorelDraw or PageMaker). Training should also be present in design principles and what makes something aesthetically pleasing and/or effective visually.

Facilities of Equipment Required: Computer lab (preferably networked) containing computers powerful enough to handle graphically intensive material, desktop publishing software, keyboarding software, and Internet access.

Course Synopsis:

This course will integrate basic general design principles with the software that can be utilized to achieve the designs. Students will learn to design for a variety of reasons from personal, to promotional and do so effectively and efficiently.

Rationale:

Whether designing personal gifts for family/friends or a newspaper advertisement for a company, or promotional material for your own business, desktop publishing skills to some degree are a becoming must in our computerized society. While it takes very little skill to use clipart to enhance a document, using proper design skills to make it effective requires training. These skills give the students a competitive edge in numerous business areas. They add professionalism to every document produced.

Organizational Structure

Unit	Title	Time
Unit 1	Introduction to Design	10 hours
Unit 2	Using and Manipulating Fonts	5 hours
Unit 3	Using Tables, Columns and Text wrap	10 hours
Unit 4	Effective Use of Clipart and Backgrounds	15 hours
Unit 5	Using and Manipulating Photos	20 hours
Unit 6	Kinds of Documents	30 hours
Unit 7	Designing For A Specific Medium	30 hours

Unit Descriptions

Unit 1: Introduction to Design

Time: 10 hours

This section of the course is not specific to computers. Basic design principles apply regardless of whether the design is manual or computer-aided. Students will learn these principles and can apply them both manually and electronically.

Curriculum Organizer

It is expected that students will:

- be able to place text, graphics etc. in the most effective positions
- demonstrate an understanding of how to increase the impact of a design
- demonstrate an understanding of terminology

Unit 2: Using and Manipulating Fonts

Time: 5 hours

There are literally hundreds of fonts in existence, but it is imperative to be able to choose the most appropriate/effective font and not overuse fonts so they distract attention from the rest of the design. If a font is not effective on its own, it may be necessary to add to it or manipulate it to make it more effective.

Curriculum Organizer

It is expected that students will:

- be able to recognize the most common fonts
- be able to analyze the value of various font styles
- demonstrate an understanding various font types and their uses
- be able to take a standard font and add a special effect or morph it to make it more effective
- demonstrate an understanding of what font sizes are appropriate
- demonstrate an understanding of holding, italicizing and underlining fonts
- be able to alter font colors, shading, fill etc. to increase effectiveness
- be able to determine when simple black fonts are more effective
- demonstrate an understanding of basic naming conventions and terminology

Unit 3: Using Tables, Columns, and Text wrap

Time: 10 hours

Sometimes a table, column or wrapping the text around a graphic is the most effective way to present the text. Students will learn how to do all 3, and when to do it.

Curriculum Organizer

It is expected that students will:

- be able to insert a table for text or sometimes graphics
- be able to wrap text around a graphic in a variety of styles
- be able to create columns for text
- be able to determine when the above text formats are more effective than simple paragraphs

Unit 4: Effective Use of Clipart and Backgrounds

Time: 15 hours

Backgrounds and clipart are often overused or not laid out effectively. It is essential to know when to use them, and when not to use them, as well as the volume and layout.

Curriculum Organizer

It is expected that students will:

- be able to determine when backgrounds add to the design and when they detract from it
- be able to determine when to use clipart, how much to use, and how to manipulate it when needed
- demonstrate an understanding of terminology

Unit 5: Using and Manipulating Photos

Time: 20 hours

Students will learn when to use photos, proper dpi settings, what backgrounds work best, framing tricks, etc.

Curriculum Organizer

It is expected that students will:

- be able to alter the resolution of the photo depending on the format
- be able to crop the photo to remove unwanted background
- be able to change a color photo to black and white
- be able to alter colors in photos
- be able to use frames, fills and backgrounds to enhance the photo
- demonstrate an understanding of terminology

Unit 6: Kinds of Documents

Time: 30 hours

All of the above design principles and techniques can be applied to a variety of documents. Students will learn to apply them to advertising, posters, brochures, greeting cards, calendars, business cards, etc. and learn proper formatting for the above documents.

Curriculum Organizer

It is expected that students will:

- be able to make effective brochures
- be able to make business cards
- be able to make posters
- be able to create advertisements, both text and graphic
- be able to create calendars
- be able to create greeting cards
- demonstrate an understanding of terminology

Unit 7: Designing For a Specific Medium

Time: 30 hours

Designing to print on a black and white laser, a color laser, a color inkjet, for screen display only, or for a file to be sent to a printer all require very different techniques and settings. Even the paper it is printed on can make an immense difference in the quality of the print and thus the method of design used. Students will learn the differences and what is required to be effective in each medium.

Curriculum Organizer

It is expected that students will:

- be able to design for screen display
- be able to design for plain paper laser printing in both black and white and colour
- be able to design for color inkjet printing on plain paper
- be able to design for color inkjet printing on high grade papers
- be able to design for a file to be printed by a professional printer (will include converting files to industry standards as not all printers have the software to open the file)
- demonstrate an understanding of terminology

Instructional Components

- direct instruction
- self-paced study afterward using Internet tutorials on design and software capabilities
- projector for illustrating samples and directions
- hands-on practice using the software
- hands-on practice with various printing media

Assessment Components

Weight %	Category	Details
20	Unit Exams	Unit exams will be multiple choice and short answer covering basic theory and functions. Units 2-3 will have more comprehensive exams, as they are primarily theory-based units.
50	Projects	Projects illustrating the students' ability to properly use the application will be assessed for this portion of the grade.
10	Attendance/Effort	In addition to achievement and comprehension, students can earn marks based on regular attendance and acceptable levels of effort.
20	Final Exam	The exam will be primarily multiple choice and short answer and will cover the theory from all of the units.

Learning Resources

- Computer Lab
- Desktop Publishing Software (preferably CorelDraw or PageMaker)
- The Internet (research and tutorials)
- Help files within the program
- DTP samples

Additional Course Information

There is no textbook for this course per se. There are numerous tutorials on both the principles and the software which cover the material every bit as effectively as any of the textbooks without the difficulty of becoming out of date. Furthermore, the help and tutorial files contained within the programs are detailed in modern software and are for the exact versions being used, therefore will cover specific, relevant commands and issues; unlike in the past where texts for previous versions would be used to try to teach later versions because of cost issues, and either lacked certain information or gave directions that no longer worked. The Internet also contains a wealth of resources for specific versions. The proper software and hardware, the instructor's knowledge, a projector to illustrate examples, and the vast resources of the Internet should be more than adequate materials.