COURSE TITLE AND NUMBER: 482   Desktop Publishing

LEVEL: 2   CREDITS: 5   GRADE: 10, 11, 12

PREREQUISITES: NONE

BASIC TEXT: There is no formal text used for instruction. The instructor creates most of the projects with ideas used from outside resources. Student handouts are utilized.

SUPPLEMENTAL READINGS: NONE

REQUIRED MATERIALS: Students are required to have a two pocket folder, their agenda book and writing utensil.

COURSE DESCRIPTION: Students will use word processing software (Microsoft Word) as well as desktop publishing software (Microsoft Publisher.) Projects include the creation of greeting cards, letterhead, calendars, signs, newsletters, brochures, restaurant menus, business cards, postcards, certificates, store catalogs, newspaper ads, and other lessons that involve preparation of creative projects. In addition, students will design and create their own magazine as a final project. Methods used to enhance documents using the Internet will be introduced This course is recommended for college bound students as well as students who wish to immediately enter the workplace. This class gives students the opportunity to use originality and uniqueness in graphic design. Students will be made aware that there are many career opportunities for desktop publishers. Many colleges offer two year Desktop Publishing Certificates.

MISSION RELATED GOALS: While using Desktop Publishing concepts, this course will foster the development of communication and problem- solving skills.
Students will use their higher order thinking skills to respond appropriately to a given situation or problem.
Students will formulate a sequence of steps to arrive at and verify a reasonable solution to the problem.

STUDENT EXPECTATIONS FOR LEARNING ADDRESSED: Students will communicate effectively and work towards a common goal while utilizing their problem solving skills to solve complex problems. The application of these expectations will allow students to contribute to the wider computer technology global society.

GENERAL PERFORMANCE OBJECTIVES: By the end of the course, students will be able to create professional looking and well-developed publications

MASSACHUSETTS FRAMEWORKS STANDARDS:

Standard 1. Demonstrate proficiency in the use of computers and applications, as well as an understanding of concepts underlying hardware, software, and connectivity.

1.2   Use online help and other support to learn about features of hardware and software, as well as to assess and resolve problems.

1.4   Explain effective backup and recovery strategies.

1.5   Explain criteria for evaluating hardware and software appropriate for a given task (e.g., features, versions, capacity).

1.6   Demonstrate keyboarding techniques, including the use of keyboard shortcuts, to complete assignments efficiently and accurately. (For students with disabilities, demonstrate alternate input techniques as appropriate.)

1.7   Identify and assess the capabilities and limitations of emerging technologies.

1.8   Apply advanced formatting and page layout features when appropriate (e.g., columns, templates, and styles) to improve the appearance of documents and materials.

1.9   Use editing features appropriately (e.g., track changes, insert comments).

1.10 Identify the use of word processing and desktop publishing skills in various careers.

1.29 Describe good practices for password protection and authentication.

1.31 Identify career options in network technologies.

1.34 Link information residing in different applications (e.g., linking a chart in a word-processing document to the spreadsheet where it was created).

1.35   Identify career options in multimedia and software development.

1.41   Identify career options in Web design, development, and management.

Standard 2. Demonstrate the responsible use of technology and an understanding of ethics and safety issues in using electronic media att home, in school, and in society.

2.1   Demonstrate compliance with the school's Acceptable Use Policy.

2.2   Explain issues related to the responsible use of technology (e.g., privacy, security).

2.3   Explain laws restricting the use of copyrighted materials.

2.4   Identify examples of plagiarism, and discuss the possible consequences of plagiarizing the work of others.

2.5   Write correct in-text citations and reference lists for text and images gathered from electronic sources.

2.7 Discuss misuse of technology for personal and commercial reasons (e.g., software piracy, unauthorized file sharing/downloading, virus spreading, and hacking); explain possible consequences.

2.9 Evaluate the authenticity, accuracy, appropriateness, and bias of electronic resources, including Web sites.

2.10 Analyze the values and points of view that are presented in media messages.

2.12 Evaluate school and work environments in terms of ergonomic practices.

2.14 Explain and use practices to protect one's personal safety online (e.g., not sharing personal information with strangers, being alert for online predators, reporting suspicious activities).

2.15 Explain ways individuals can protect their technology systems and information from unethical users.

Standard 3. Demonstrate ability to use technology for research, critical thinking, problem solving, decision making, communication, collaboration, creativity, and innovation.

3.1 Devise and demonstrate strategies for efficiently collecting and organizing information from electronic sources.

3.2 Compare, evaluate, and select appropriate electronic resources to locate specific information.

3.6   Use a variety of media to present information for specific purposes (e.g., reports, research papers, presentations, newsletters, Web sites, citing sources.)

Unit	No. Weeks	Standards
Introduction to Desktop Publishing Elements of Design	1	**1.2, 1.4, 1.5, 1.6, 1.7, 1.29, 1.31, 1.35, 1.41 2.1, 2.2, 2.3, 2.4, 2.5, 2.7, 2.9, 2.10, 2.12, 2.14, 2.15**
Introduction to Desktop Publishing Using Microsoft Word	2	**1.8, 1.9, 1.10**
Simple Flyers Simple Newsletters Using graphics and cartooning	2	**1.34**
Introduction to Microsoft Publisher	1	**3.1, 3.2, 3.6**
Promotional Sales Flyers	2	
Creating and Planning Newspaper Ads	2	
Brochures	1	
Store Catalogs	2	
Promotional Materials for a Restaurant	2	
Museum Guidebook	1	
Final Integrated Project encompassing all Basic Concepts Learned	2	
Review and Final Exam	1	

COURSE OUTLINE:
Desktop Publishing Introduction
Elements of Design
Desktop Publishing Using Microsoft Word
Simple Flyers Using Word
Cartooning
Simple Newsletters Using Word
Introduction to Microsoft Publisher
Promotional and Sales Flyers
Project #1 Creating and Planning Newspaper Ads
Brochures for Businesses, Schools, and Towns
Using Desktop Publishing in the Business and Retail World
Project #2 Creating and Designing a Store Catalog for Merchandise
Project #3 Creating Promotional Materials for a Restaurant
Menus, advertisements, gift certificates, business cards, postcards
Project #4 Museum Guidebook
**Final Integrated Project encompassing all Basic Concepts
learned**
Review and Final Exam
SUGGESTED INSTRUCTIONAL STRATEGIES:

- **Lecture**
- **Computer Typed Lessons**
- **Demonstration using TV or LCD**
- **Use a Variety of Questioning Techniques**
- **Student Presentations**
- **Variety of Assessment (written tests, teacher observation, peer editing, graded projects**

SUGGESTED INTEGRATED ACTIVITIES: Students create and design a lesson that could be used in another one of their academic classes.

USE OF TECHNOLOGY: Lessons will be presented on the chalkboard as well as computer demonstrations and presentations, lectures and handouts will be used in order to address the various learning styles of the students.

ASSESSMENT TECHNIQUES:
Teacher observation of skills developed after the completion of concepts discussed and demonstrated.
Daily class work produced on computer
Practical Applications involving group and individual projects.
Class Participation
Attitude toward both work and others
Listening and following directions
Projects will be assessed using a project rubric as well as the school-wide rubric developed by the faculty of Tewksbury Memorial High School.