

## Ketchikan High School Course Guide

<b>Course Title</b>	<u>Desktop Publishing</u>	<b>Date Adopted</b>	Revision 06-07
<b>Department</b>	Career and Technical /Business	<b>Course Length</b>	One Year

### Course Description:

Students will be learning the publishing software Adobe Creative Suites 2. Students will learn how to turn printed copy into publications using graphics and layout design in the Adobe InDesign CS2 program. Students will learn word processing, importing and exporting graphics, using templates, linking text and graphics, formatting text, using style sheets, drawing, etc. Students will use a digital camera and scanner to import images into Adobe Photoshop CS2 for enhancement, before placing into projects. Students will work on the projects listed in the Adobe Classroom in Book textbooks for both Adobe InDesign CS2, and Adobe Photoshop CS2.

They will also work on a real world comprehensive project, Frillio's Pizza, in which students become the hired desktop publishers for Frillio's Pizza, a new restaurant about to open its doors to the public for business. Throughout the simulation, students are guided step-by-step in creating an assortment of documents for Frillio's Pizza. Creativity, design, and page layout skills are challenged as students receive hands-on experience in applying desktop publishing skills to a real world business. This is an excellent course for students interested in advertising, marketing, business education, business management, architecture, graphic design, journalism, editing, or publishing.

### Course Outcomes/Standards:

#### **Standard 1. Understand the basic operations of Adobe InDesign CS2 and desktop publishing design elements.**

*National Standards for Business Education (NBEA):*

*Information Technology*

*AK Performance: Reading, B Writing, A*

*Content Standards Technology: A, B, C, D, E*

*Industry-based Standards: D, B, P*

*AK Employability Standards: A*

*AK Cultural Standards: none*

*All Aspect of Industry Standards: Principles of Technology, Community Issues, Management, Finance, Business Planning, and Personal Work Habits*

Students will learn and practice the following:

- 1.1 Moving around, setup, master pages, guides, tools layers, bounding boxes, placing graphics, text, special effects, graphics, manipulating text, placing text, paragraph specs, editing, user options, style sheets, linking, books, image control, styles, hanging indents, text wrap, color, additions, pasting, printing, control palette, and text to graphics.

- 1.2 Setting up documents, working with frames, importing and editing text, working with typography, color-managing graphics and backgrounds, working with styles, importing and linking graphics, creating tables, working with transparencies, long documents, and printing and exporting PDF files.

**Standard 2. Understand Adobe Photoshop CS2 and imaging design elements.**

*National Standards for Business Education (NBEA):  
Information Technology  
AK Performance: Reading, B Writing, A  
Content Standards Technology: A, B, C, D, E  
Industry-based Standards: D, B, P  
AK Employability Standards: A  
AK Cultural Standards: none  
All Aspect of Industry Standards: Principles of Technology,  
Community Issues, Management, Finance, Business Planning,  
and Personal Work Habits*

Students will learn and practice the following:

- 2.1 Customizing digital workspace area, familiarity with Adobe Bridge, basic photo corrections, retouching and repairing, working with selections, layering basics, masks and channels, correcting and enhancing digital photographs, typographic design, vector drawing techniques, advanced layering techniques, advanced compositing, and creating links within an image.

**Standard 3. Understand the more advanced features by completing a simulation**

*National Standards for Business Education (NBEA):  
Information Technology  
AK Performance: Reading, B Writing, A  
Content Standards Technology: A, B, C, D, E  
Industry-based Standards: D, B, P  
AK Employability Standards: A  
AK Cultural Standards: none  
All Aspect of Industry Standards: Principles of Technology,  
Community Issues, Management, Finance, Business Planning,  
and Personal Work Habits*

- 3.1 Students will gain real world experience, practice, and reinforcement in: page layout and design skills, create and use graphic images and objects, creativity and imagination, technical writing and critical thinking, establishing a real world business identity, advertising and marketing campaigns, business planning and decision making, and complete a real world comprehensive project.

- 3.2 Students will design and create the following: Restaurant menu, children's place mats, cup coasters, business logo, grand opening print ad, poster, T-shirt design, coupon cutouts, customer flyers, refrigerator magnets, stationary, business cards, envelopes, in-store signage, gift certificates, bumper stickers, takeout menu brochures, promotional punch cards, and employment forms.

### **Instructional Materials**

Adobe Classroom in a Book

Adobe InDesign CS2

Copyright 2005

Adobe Press

Adobe Classroom in a Book

Adobe Photoshop CS2

Copyright 2005

Adobe Press

Adobe Classroom in a Book

Adobe Creative Suites 2

Copyright 2005

Adobe Press

Frillio's Pizza - A Comprehensive Simulation

Copyright 2004

Business Education Publishing

### **Technology Resources**

Adobe CS2 Software

Digital Cameras

Digital Projector

E-Mac Computer Lab

HP Laser jet 5000

HP Color Laser Jet 8150

Epson Perfection 4990 Photo Scanner