

Graphic Arts/Desktop Publishing (10.0303)

Measurable Learner Objective and Task Statement

A. Discuss introductory concepts

1. Define terms related to graphic arts/desktop publishing
2. Explain copyright issues related to graphic arts/desktop publishing (e.g., legal, ethical)
3. Demonstrate sensitivity to bias (e.g., culture, gender, age)
4. Manage electronic files (e.g., storage, naming files, retrieval)
5. Identify careers/self-employment opportunities in graphic arts/desktop publishing
6. Exhibit leadership skills through a student organization (e.g., FBLA, PBL)
7. Plan a preliminary layout for a publication using manual or digital tools
8. Develop a work schedule to meet deadlines
9. Use correct grammar, punctuation, and spelling
10. Apply standard proofreaders' marks in editing copy

B. Perform publication set-up

1. Set gutter margins
2. Set double-sided facing pages
3. Set margins
4. Specify number of pages per document
5. Create master pages
6. Create templates, taking into account typographic concepts (e.g., leading, page justification)
7. Modify templates
8. Create columns
9. Use editing tools (e.g., copy, cut, paste)

C. Demonstrate typography concepts

1. Create a text frame
2. Compose text (e.g., headings, captions, body text)
3. Import text files and other word processing documents into publications
4. Access fonts (e.g., download, unzip, install)

5. Apply font size guidelines
6. Measure type in points, picas, inches, and centimeters
7. Manage a font library
8. Adjust typography attributes (e.g., bold, italic, underline, reverse)
9. Apply character and word spacing (e.g., kerning, tracking and leading)
10. Explain the usage of font types (e.g., serif, sans serif, decorative)
11. Manipulate text features and formats (e.g., wordwrap, hyphenations, drop cap, color, gradient, text path)
12. Apply tabs and indents in text frames
13. Apply proofreading and editing techniques to graphic arts/desktop publishing files
14. Apply widow and orphan protection
D. Manage images appropriately
1. Use a digital camera to acquire appropriate resolution images (e.g., portrait, landscape, moving objects)
2. Use a scanner to digitize images with appropriate resolution for intended use
3. Import files from a digital camera
4. Import images from various sources (e.g., software-specific library, other applications, Internet)
5. Create images
6. Edit images (e.g., color, filter, tint, contrast, watermark, brightness)
7. Apply image modes (e.g., convert RGB, CMYK, grayscale)
8. Manipulate images (e.g., mask, resize, crop, scale, rotate, group/ungroup)
9. Create original drawings in illustration software
10. Determine appropriate image file formats (e.g., bmp, tiff, jpeg, gif, pict, eps)
11. Apply appropriate resolution settings for intended use of image
12. Describe the impact different colors have on an audience (e.g., meaning, setting, mood)
13. Select color scheme
14. Select appropriate ink colors (e.g., Pantone, PMS)
15. Adjust color
E. Demonstrate design concepts
1. Plan the proper use of white space
2. Apply the proper use of color

3. Create an effective focal point (e.g., primary, secondary)

4. Create appropriate headlines

5. Position captions

6. Apply design principles (e.g., movement, balance, symmetry)

7. Prepare a budget for a graphic arts/desktop publishing project

8. Apply layering techniques in publications

9. Match the design to the appropriate audience

F. Perform print process

1. Describe the purpose and process of color separation

2. Use print preview or WYSISYG layout before printing

3. Select an appropriate printer (e.g., network, application)

4. Select appropriate printer attributes (e.g., duplexing, tray size, paper size)

5. Perform color separation

6. Convert desktop publication to format for Web posting (e.g., PDF, HTML)

7. Investigate specifications required by various print houses

G. Develop a portfolio

1. Explain ways portfolios can be used

2. Create a resume highlighting graphic arts/desktop publishing and related skills

3. Select sample projects to show graphic arts/desktop publishing concepts mastered

4. Explain the reasons for selecting the sample projects in the portfolio

5. Arrange a selection of same projects into professional presentation
