

Desktop Publishing

Standards, Competencies, & Evidence of Mastery

This document accompanies the Missouri Desktop Publishing Instructional Framework and lists the standards and competencies from the National Standards for Business Education relevant to the Missouri Multimedia Instructional Framework. Also included are evidence of mastery statements aligned to the instructional framework. The standards and competencies are listed and coded according to their order in the National Standards for Business Education, published by the National Business Education Association. Evidence of mastery statements are coded according to the Desktop Publishing Instructional Framework.

Codes for the National Standards for Business Education are as follows:

CD = Career Development
COMM = Communication
CP = Computation

IT = Information Technology
M = Management

Career Development

CD III: Standard: Relate the importance of workplace expectations to career development.

CD.III.A.3.3: Competency: Describe appropriate time management techniques and their application in the workplace.

A.9: Evidence: Develop a work schedule to meet deadlines.

CD.III.D.2.1: Competency: Express thoughts and ideas succinctly and correctly using various forms of communication (e.g., oral, written, nonverbal).

C.2: Evidence: Compose text (e.g., headings, captions, body text).

CD.III.D.3.6: Competency: Demonstrate correct grammar, spelling, and technical writing skills.

A.10: Evidence: Use correct grammar, punctuation, and spelling.

CD V: Standard: Develop strategies to make an effective transition from school to career.

CD.V.A.1.1: Competency: Develop an awareness of occupational opportunities using a variety of resources (e.g., speakers and field trips).

A.6: Evidence: Identify careers/self-employment opportunities in graphic arts/desktop publishing.

CD.V.B.1.2: Competency: Identify examples of schoolwork to be included in a portfolio.

G.3: Evidence: Explain the reasons for selecting the sample projects in the portfolio.

CD.V.B.2.1: Competency: Assemble examples of school work that demonstrate useful skills.

G.2: Evidence: Select sample projects to show graphic arts/desktop publishing concepts mastered.

CD.V.B.3.1: Competency: Prepare paper and electronic resumes and cover letters.

G.1: Evidence: Create a resume highlighting graphic arts/desktop publishing and related skills.

CD.V.B.3.5: Competency: Present the career portfolio.

G.4: Evidence: Arrange a selection of sample projects into professional presentation.

Communication

COMM I: Standard: Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.

COMM.I.A.1.1: Competency: Follow spoken directions.

H.1: Evidence: Demonstrate ability to listen/read and follow directions.

COMM.I.A.2.3: Competency: Listen attentively for the purpose of taking accurate notes or completing forms.

H.1: Evidence: Demonstrate ability to listen/read and follow directions.

COMM.I.A.2.5: Competency: Use active listening techniques.

H.1: Evidence: Demonstrate ability to listen/read and follow directions.

COMM.I.A.3.7: Competency: Give examples of how nonverbal messages have different meanings in various cultures.

H.3: Evidence: Demonstrate appropriate use of grammar while delivering presentations.

COMM.I.A.4.2: Competency: Synthesize information from multiple speakers in a group and respond in an effective manner.

H.5: Evidence: Demonstrate ability to function as a team member.

COMM.I.B.3.5: Competency: Use proper techniques when delivering a formal spoken presentation.

H.3: Evidence: Demonstrate appropriate use of grammar while delivering presentations.

COMM.I.C.1.7: Competency: Analyze and evaluate the integrity of print and digital media.

H.6: Evidence: Demonstrate ability to research and analyze information from various sources (i.e., written, digital) for use in written or oral presentation.

COMM.I.C.2.1: Competency: Distinguish between fact, inference, and judgment in print and digital materials.

H.6: Evidence: Demonstrate ability to research and analyze information from various sources (i.e., written, digital) for use in written or oral presentation.

COMM.I.C.2.6: Competency: Demonstrate basic research techniques to find print and digital information.

H.6: Evidence: Demonstrate ability to research and analyze information from various sources (i.e., written, digital) for use in written or oral presentation.

COMM.I.C.4.1: Competency: Use a comprehensive business vocabulary.

A.1: Evidence: Define terms related to graphic arts/desktop publishing.

COMM.I.C.4.5: Competency: Analyze and synthesize information from published sources for group discussions and team-building activities.

H.5: Evidence: Demonstrate ability to function as a team member.

COMM.I.D.1.1: Competency: Discuss the importance of correct spelling, grammar, word and number usage, punctuation, and formatting.

H.4: Evidence: Demonstrate ability to format written communications to include numbers, and punctuation.

COMM.I.D.2.1: Competency: Develop an outline to facilitate logical and understandable written documents.

A.8: Evidence: Plan a preliminary layout for a publication using manual or digital tools.

COMM.I.D.2.6: Competency: Proofread documents to ensure correct grammar, spelling, and punctuation.

C.12: Evidence: Apply proofreading and editing techniques to graphic arts/desktop publishing files.

COMM.I.D.3.2: Competency: Use acceptable steps in the writing process

H.5: Evidence: Demonstrate ability to function as a team member.

COMM.I.D.3.3: Competency: Use language that is free of bias, such as bias related to gender, race, age, religion, physical challenges, and sexual orientation.

A.4: Evidence: Demonstrate sensitivity to bias (e.g., culture, gender, age).

COMM.I.D.3.4: Competency: Apply a variety of specific proofreading techniques to identify and correct errors.

F.2: Evidence: Use print preview or WYSISYG layout before printing.

COMM.I.D.3.6: Competency: Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous.

A.11: Evidence: Apply standard proofreaders' marks in editing copy.

C.12: Evidence: Apply proofreading and editing techniques to graphic arts/desktop publishing files.

COMM.I.D.3.7: Competency: Compose appropriate messages for specific audiences.

E.8: Evidence: Match the design to the appropriate audience.

COMM.I.D.4.7: Competency: Edit business documents to improve content and effectiveness.

B.5: Evidence: Use editing tools (e.g., copy, cut, paste).

COMM II: Standard: Apply basic social communication skills in both personal and professional settings.

COMM.II.A.4.5: Competency: Participate in school, community, and/or volunteer activities and assume leadership roles when appropriate.

A.7: Evidence: Exhibit leadership skills through a student organization (e.g., FBLA, PBL).

COMM III: Standard: Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics to communicate effectively with various business constituencies.

COMM.III.C.4.10: Competency: Demonstrate the skills necessary for leading a group in goal-setting activities.

H.5: Evidence: Demonstrate ability to function as a team member.

COMM IV: Standard: Use technology to enhance the effectiveness of communication.

COMM.IV.2.6: Competency: Refine documents using spell check (traditional and contextual), thesaurus, and grammar check tools.

H.2: Evidence: Demonstrate proofreading and spell check of written media.

COMM.IV.3.8: Competency: Enhance documents through the use of advanced layout, design, and graphics production software and scanning hardware.

E.1: Evidence: Plan the proper use of white space.

E.2: Evidence: Apply the proper use of color.

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

E.4: Evidence: Create appropriate headlines

E.5: Evidence: Position captions.

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

E.7: Evidence: Apply layering techniques in publications.

C.1: Evidence: Create a text frame.

C.4: Evidence: Access fonts (e.g., download, unzip, install).

C.5: Evidence: Apply font size guidelines.

C.6: Evidence: Measure type in points, picas, and inches.

C.7: Evidence: Adjust typography attributes (e.g., bold, italic, underline, reverse).

C.8: Evidence: Apply character and word spacing (e.g., kerning, tracking and leading).

C.9: Evidence: Explain the usage of font types (e.g., serif, sans serif, decorative).

C.10: Evidence: Manipulate text features and formats (e.g., wordwrap, hyphenations, drop cap, color, gradient, text path).

C.11: Evidence: Apply tabs and indents in text frames.

C.13: Evidence: Apply widow and orphan protection

B.1: Evidence: Set appropriate page layout options margins, columns, double-sided facing pages, page numbering).

B.2: Evidence: Create master pages.

B.3: Evidence: Create templates (e.g., labels, business cards, brochures, programs).

B.4: Evidence: Modify templates (e.g., labels, business cards, brochures, programs).

COMM.IV.3.9: Competency: Address the ethical issues regarding ownership and use of digitally generated information including plagiarism and copyright issues.

A.3: Evidence: Explain copyright issues related to graphic arts/desktop publishing (e.g., legal, ethical).

Computation

CP VI: Standard: Use mathematical procedures to analyze and solve business problems.

CP.VI.D.2.2: Competency: Prepare a budget.

A.12: Evidence: Prepare a budget for a graphic arts/desktop publishing project.

Information Technology

IT II: Standard: Describe current and emerging hardware; configure, install, and upgrade hardware; diagnose problems; and repair hardware.

IT.II.1.1: Competency: Identify hardware devices appropriate for specific tasks.

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

IT III: Standard: Identify, evaluate, select, install, use upgrade, customize, and diagnose and solve problems with various types of operating systems and utilities.

IT.III.1.2: Competency: Manage files and folders.

A.5: Evidence: Manage electronic files (e.g., storage, naming files, retrieval).

IT IV: Standard: Use various input technologies to enter and manipulate information appropriately.

IT.IV.1.1: Competency: Develop proper input techniques (e.g., keyboarding, 10-key touch pad, scanning, speech recognition, hand typing, digital inking, digital cameras, student response systems, and the use of a touch screen, mouse, or stylus).

D.1: Evidence: Use a digital camera to acquire appropriate resolution images (e.g., portrait, landscape, moving objects).

D.2: Evidence: Use a scanner to digitize images with appropriate resolution for intended use.

IT V: Standard: Identify, evaluate, select, install, use, upgrade, and customize productivity software; diagnose and solve software problems.

IT.V.1.3: Competency: Prepare projects that include a variety of media (e.g., images, text, video, and audio).

C.3: Evidence: Import text files and other word processing documents into publications.

D.3: Evidence: Import files and images from various sources (e.g., software-specific library, other applications, Internet).

D.7: Evidence: Create original drawings in illustration software.

F.1: Evidence: Describe the purpose and process of color separation.

F.4: Evidence: Perform color separation.

IT.V.3.5: Competency: Use advanced features of productivity software.

A.2: Evidence: Identify and apply tools and palettes.

D.4: Evidence: Edit images (color, filter, tints, contrast, watermark, brightness).

D.5: Evidence: Apply image modes (e.g., convert RGB, CMYK, grayscale).

D.6: Evidence: Manipulate images (e.g., mask, resize, crop, scale, rotate, group/ungroup).

D.9: Evidence: Apply appropriate resolution settings for intended use of image.

D.10: Evidence: Select color scheme.

D.11: Evidence: Select appropriate ink colors (e.g., Pantone, PMS).

IT VI: Standard: Use multimedia software to create media rich projects.

IT.VI.3.1: Competency: Identify and select appropriate multimedia file formats and properties (e.g., plug-ins, codecs, compression).

D.8: Evidence: Determine appropriate image file formats (e.g., .bmp, .tiff, .jpeg, .gif, .pict, .eps).

IT.VI.3.2: Competency: Create multimedia content and prepare it for delivery (e.g., compression, resolution).

F.5: Evidence: Convert desktop publication to format for exporting/Web posting (e.g., PDF, HTML).