Desktop Publishing
Instructional Framework

An instructional framework provides educators with a list of benchmark statements aligned to Common Core and national content area standards for a given course or program. The Missouri Desktop Publishing Instructional Framework lists a sequence of content for desktop publishing, organized into distinct units of instruction with component evidence of mastery statements.

Codes for the National Standards for Business Education are:

CD = Career Development   IT = Information Technology
COMM = Communication   M = Management
CP = Computation

Codes for Common Core English Language Arts and Literacy are:

L = Language   W = Writing
RI = Reading for Informational Text   WHST = Writing for Literacy in History/Social
SL = Speaking and Listening   Studies, Science, and Technical Subjects

Codes for Common Core Mathematics are:

G-CO = Geometry: Congruence   N-Q = Number and Quantity: Quantities

Desktop Publishing Instructional Framework

A. Discuss Foundational Concepts	Common Core	NBEA Standards
1. Define terms related to graphic arts/desktop publishing.	RI 11-12.4	COMM.I.C.4.1
2. Identify and apply tools and palettes.		IT.V.3.5
3. Explain copyright issues related to graphic arts/desktop publishing (e.g., legal, ethical).	W 11-12.8	COMM.IV.3.9
4. Demonstrate sensitivity to bias (e.g., culture, gender, age).		COMM.I.D.3.3
5. Manage electronic files (e.g., storage, naming files, retrieval).		IT.III.1.2
6. Identify careers/self-employment opportunities in graphic arts/desktop publishing.		CD.V.A.1.1
7. Exhibit leadership skills through a student organization (e.g., FBLA, PBL).		COMM.II.A.4.5
8. Plan a preliminary layout for a publication using manual or digital tools.	W 9-12.5	COMM.I.D.2.1
9. Develop a work schedule to meet deadlines.		CD.III.A.3.3
10. Use correct grammar, punctuation, and spelling.	L 11-12.2	CD.III.D.3.6
11. Apply standard proofreaders' marks in editing copy.		COMM.I.D.3.6
12. Prepare a budget for a graphic arts/desktop publishing project.	RI 11-12.7	CD.VI.D.2.2
B. Perform Publication Layout		
1. Set appropriate page layout options (margins, columns, double-sided, facing pages, page numbering).	N-Q.1, N-Q.2, N-Q.3	COMM.IV.3.8
2. Create master pages.		COMM.IV.3.8
3. Create templates (e.g. labels, business cards, brochures, programs).		COMM.IV.3.8

4. Modify templates (e.g. labels, business cards, brochures, programs).		COMM.IV.3.8
5. Use editing tools (e.g., copy, cut, paste).	W 9-12.5	COMM.I.D.4.7
C. Demonstrate Typography Concepts		
1. Create a text frame.		COMM.IV.3.8
2. Compose text (e.g., headings, captions, body text).	W 9-12.20(a)	CD.III.D.2.1
3. Import text files and other word processing documents into publications.		IT.V.1.3
4. Access fonts (e.g., download, unzip, install).		COMM.IV.3.8
5. Apply font size guidelines.	N-Q.1, N-Q.2, N-Q.3	
6. Measure type in points, picas, and inches.	N-Q.1, N-Q.2, N-Q.3	COMM.IV.3.8
7. Adjust typography attributes (e.g., bold, italic, underline, reverse).		COMM.IV.3.8
8. Apply character and word spacing (e.g., kerning, tracking and leading).		COMM.IV.3.8
9. Explain the usage of font types (e.g., serif, sans serif, decorative).		COMM.IV.3.8
10. Manipulate text features and formats (e.g., wordwrap, hyphenations, drop cap, color, gradient, text path).		COMM.IV.3.8
11. Apply tabs and indents in text frames.		COMM.IV.3.8
12. Apply proofreading and editing techniques to graphic arts/desktop publishing files.	W 11-12.5	COMM.I.D.2.6, COMM.I.D.3.6
13. Apply widow and orphan protection		COMM.IV.3.8
D. Manage Images Appropriately		
1. Use a digital camera to acquire appropriate resolution images (e.g., portrait, landscape, moving objects).		IT.IV.1.1
2. Use a scanner to digitize images with appropriate resolution for intended use.		IT.IV.1.1
3. Import files and images from various sources (e.g., software-specific library, other applications, Internet).		IT.V.1.3
4. Edit images (color, filter, tints, contrast, watermark, brightness).		IT.V.3.5
5. Apply image modes (e.g., convert RGB, CMYK, grayscale).		IT.V.3.5
6. Manipulate images (e.g., mask, resize, crop, scale, rotate, group/ungroup).	G-CO.4	IT.V.3.5
7. Create original drawings in illustration software.	G-CO.12	IT.V.1.3
8. Determine appropriate image file formats (e.g., bmp, tiff, jpeg, gif, pict, eps).		IT.VI.3.1
9. Apply appropriate resolution settings for intended use of an image.		IT.V.3.5
10. Select color scheme.		IT.V.3.5
11. Select appropriate ink colors (e.g., Pantone, PMS).		IT.V.3.5
E. Demonstrate Design Concepts		
1. Plan the proper use of white space.		COMM.IV.3.8
2. Apply the proper use of color.		COMM.IV.3.8
3. Create an effective focal point (e.g., primary, secondary).		COMM.IV.3.8
4. Create appropriate headlines.		COMM.IV.3.8
5. Position captions.		COMM.IV.3.8

6. Apply design principles (e.g., movement, balance, symmetry).		COMM.IV.3.8
7. Apply layering techniques in publications.		COMM.IV.3.8
8. Match the design to the appropriate audience.	W 11-12.4	COMM.I.D.3.7
F. Perform Print Process		
1. Describe the purpose and process of color separation.		IT.V.1.3
2. Use print preview or WYSISYG layout before printing.		COMM.I.D.3.4
3. Select an appropriate printer and printer attributes (e.g., duplexing, tray size, paper size).		IT.II.1.1
4. Perform color separation.		IT.V.1.3
5. Convert desktop publication to format for exporting/Web posting (e.g., PDF, HTML).		IT.VI.3.2
G. Develop a Portfolio		
1. Create a resume highlighting graphic arts/desktop publishing and related skills.		CD.V.B.3.1
2. Select sample projects to show graphic arts/desktop publishing concepts mastered.		CD.V.B.2.1
3. Explain the reasons for selecting the sample projects in the portfolio.		CD.V.B.1.2
4. Arrange a selection of sample projects into professional presentation.	W 9-12.8	CD.V.B.3.5
H. Develop Basic Foundations of Communication		
1. Demonstrate ability to listen/read and follow directions.	RI 11-12.7	COMM.I.A.1.1, COMM.I.A.2.3, COMM.I.A.2.5
2. Demonstrate proofreading and spell check of written media.	W 11-12.5	COMM.IV.2.6
3. Demonstrate appropriate use of grammar while delivering presentations.	SL 11-12.6	COMM.I.A.3.8, COMM.I.B.3.5
4. Demonstrate ability to format written communications to include numbers, and punctuation.		COMM.I.D.1.1
5. Demonstrate ability to function as a team member.	SL 11-12.1b	COMM.I.A.4.2, COMM.I.D.3.2, COMM.I.C.4.5, COMM.III.C.4.10
6. Demonstrate ability to research and analyze information from various sources (i.e. written, digital) for use in written or oral presentation.	WHST 11-12.8	COMM.I.C.2.1, COMM.I.C.1.7, COMM.I.C.2.6

Note: For additional information related to Multimedia, see Desktop Publishing Instructional Framework.

The following instructional examples follow the expectations of the Desktop Publishing Instructional Framework and align to the Common Core standards.

Common Core English Language Arts and Literacy

Using InDesign or equivalent software, create booklets, flyers, or brochures which list key ideas about an author's choice regarding a story. Students may work as individuals, presenting their finished product to the class as a group, or within a group.

Using Photoshop or equivalent software, create a movie poster illustrating a book read for class. This will make use of: 1) editing tools; 2) layout techniques; 3) scanners and the Internet to gather and digitize images and/or text for the completed document. Students may work as individuals, presenting their finished product to the class as a group, or within a group.

> **L 11-12.2**
> **RI 11-12.4**
> **RI 11-12.7**
> **SL 11-12.1b**
> **SL 11-12.6**
> **W 9-12.20(a)**
> **W 11-12.4**
> **W 11-12.5**
> **W 11-12.8**
> **WHST 11-12.8**

Common Core Mathematics

Make a brochure explaining the different theorems using drawing tools to enhance the brochure. This will incorporate: 1) resizing, rotation, and scale of the diagrams; 2) resizing photos proportionately to fit appropriately for assignments; 3) using the appropriate page layout techniques; and 4) understanding points, picas, and inches.

> **G-CO.4**
> **N-Q.1**
> **N-Q.2**
> **N-Q.3**
> **G-CO.12**