

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Perform Publication Layout

Course Code: 034353 CIP Code: 11.0103

### **COURSE INTRODUCTION:**

**Course Rationale:** This area of instruction provides content for employment in career areas which include graphic arts/desktop publishing skills. Demand in this area will continue to expand as businesses utilize advanced graphic arts skills to increase their production efficiency and improve the creativity and quality of business documents and publications.

**Course Description:** Students develop proficiency in using graphic arts/desktop publishing software to create a variety of business publications such as flyers, brochures, newsletters, etc.

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<b>UNIT DESCRIPTION:</b> Creating an effective layout saves time and money later.		<b>SUGGESTED UNIT TIMELINE: 2 weeks</b>  <b>CLASS PERIOD (min.): 55 minutes</b>				
<b>ESSENTIAL QUESTIONS:</b> <ol style="list-style-type: none"> <li>1. What are the advantages and disadvantages of using templates and/or master pages?</li> <li>2. What are page layout options?</li> </ol>						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	NBEA	DOK
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	<b>2</b>
2. Create master pages					COMM.IV.3.8	<b>2</b>
3. Create templates (e.g. labels, business cards, brochures, programs)					COMM.IV.3.8	<b>2</b>
4. Modify templates (e.g. labels, business cards, brochures, programs)					COMM.IV.3.8	<b>2</b>
5. Use editing tools (e.g., copy, cut, paste)				W.9-12.5	COMM.I.D.4.7	<b>2</b>
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)  <b>Formative Assessments:</b> Assess the completed projects for layout. <b>Summative Assessments:</b> Approve sketches before the creation process starts.  <b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code,Unit #.)</b>						

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<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>
1, 2, 3, 5	1. Teacher Activities: Talking about Columns – use magazines to demonstrate and visually show page setup; Review existing documents to determine layouts, evaluate effectiveness & recreate magazine design.
1-5	2. Guided Practice creating a birth announcement and a book.
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1, 2, 3, 5	1. Students will review existing documents to determine layouts, evaluate effectiveness & recreate magazine design.
1-5	2. Students create a Birth announcement and a book.
<b>UNIT RESOURCES: (include internet addresses for linking)</b>	
Use BE Publishing simulations: Frillios Pizza ( <a href="http://www.bepublishing.com/Frillios/Frillos_Pizza_305.htm">http://www.bepublishing.com/Frillios/Frillos_Pizza_305.htm</a> )	
<p><b>Resources@MCCE - BE DVD ROM 8, Total Training for Adobe InDesign CS:</b> Total Training, Inc, CARLSBAD, CA, TOTAL TRAINING, INC, 2003. Steve Holmes takes you step by step through the process of making beautiful, elegant and smart page layouts. This training series covers: The fundamentals &amp; formatting type; Typography, graphic elements &amp; color; Images, transparency &amp; pages; and, tables, cross-media &amp; print output. Macintosh &amp; Windows compatible. A DVD player (computer or set-top) is required to view the DVD version of this product. A computer with a working copy of Adobe InDesign CS is required to work along with the supplied project files.</p>	