Desktop Publishing II

EXAM INFORMATION

Exam Number

249

Items

41

Points

42

Prerequisites

DESKTOP PUBLISHING I

Recommended Course Length

ONE SEMESTER

National Career Cluster

ARTS, A/V TECHNOLOGY & COMMUNICATION

BUSINESS MANAGEMENT & ADMINISTRATION

INFORMATION TECHNOLOGY

MARKETING

Performance Standards

INCLUDED (OPTIONAL)

Certificate Available

YES

DESCRIPTION

All standards in Desktop Publishing II build upon concepts and principles in Desktop Publishing I. DTP II must be taught using current professional software. Word and Publisher are not considered professional software applications by industry.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Planning	19%
2- Typography & Design Principles	33%
3- Color	19%
4- Images	21%
5- Image & Text	8%

STANDARD 1

Students will understand the process of planning a document.

Objective 1 Students should understand the importance of preplanning a document in terms of audience, purpose, timeline, budget, page arrangement, and production method.

Objective 2 Students will use guides, grids, and columns to set up their documents as a way to create consistency and unity.

Objective 3 Students will understand that master pages are used to create consistency and increase productivity.

Objective 4 Students will understand that headers and footers contain recurring information and that they are used to help organize a publication.

Objective 5 Students will understand that slug space is a space outside the printed area in which you can place instructions that stay with our document.

STANDARD 2

Students will expand on typography and design principles learned in DTP 1.

Objective 1 Students will develop an understanding of basic desktop publishing terminology (see teacher helps vocabulary list).

Objective 2 Students will understand that fonts can be used to portray the mood or message of a publication.

Objective 3 Students will use styles and style sheets for consistency and productivity within a publication.

Objective 4 Students will understand how to create type on and edit text paths.

Objective 5 Students will understand how to thread and flow text/frames.

Objective 6 Students will understand how to create pull quotes to enhance a document.

Objective 7 Students will understand the appropriate use of captions.

Objective 8 Students will understand the purpose and difference between the em dash and en dash.

Objective 9 Students will recognize widows, orphans, and ragged lines and use kerning, tracking, and proper hyphenation to correct them.

STANDARD 3

Students will understand the proper use of color in publications.

Objective 1 Students will understand that there are two ways that color is added to a printed page: process color and spot color.

Objective 2 Students will create variations of color using tint, patterns, gradients, and opacity.

Objective 3 Students will understand the difference between the screen color (monitor vs. printed document) and print color.

STANDARD 4

Students will optimize images to enhance publications.

Objective 1 Students will understand the file extensions that are compatible with professional desktop software.

Objective 2 Students will understand how to use standoff space.

Objective 3 Students will determine whether an image is acceptable for print based on its resolution.

Objective 4 Students will create frames using different shapes and sizes.

Objective 5 Students will be able to resize an object while maintaining aspect ratio.

Objective 6 Students will learn touch-up techniques to enhance images.

STANDARD 5

Students will demonstrate an understanding of ethics related to the use of images and text.

Objective 1 Students will understand the different between royalty-free and copyrighted images and text.

Objective 2 Students will understand the process of obtaining and citing permission for copyrighted works.

Standard 5 Performance Evaluation included below (Optional)

Desktop Publishing II

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

Student's Name: _____

Class: _____

PERFORMANCE STANDARDS RATING SCALE



STANDARD 5 – Images & Text Score:

- ☐ Students will create and publish an original multipage business document utilizing the objectives and standards from Desktop publishing II.

PERFORMANCE STANDARD AVERAGE SCORE:

Evaluator Name: _____

Evaluator Title: _____

Evaluator Signature: _____

Date: _____