Haddon Township High School
Course Overview

Subject Area: Business Education

Course Name: Desktop Publishing

Summary: Using Swift Publisher and the Printfolio Bundle Suite, students will progress from basic to more complex applications, which reinforce desktop design features and functions. Students will acquire knowledge and skills that increase aesthetic awareness in the visual arts by various modes- from modifying simple publications to creating newsletters, fact sheets, menus, flyers and annual reports. Your only limitation is your own creativity.

Unit Title	Student Learning Target	Standards	Resources	Assessment
The World Of Desktop Publishing (Unit 1)	• Preplan a document to identify their audience, determine the purpose and time frame for the project. • Sketch a thumbnail layout, organize and arrange a publication before it is created. • Determine the paper type, folds and bindings. • Calculate the costs of the publication that will keep them within their budget. • Modify various DTP software programs. • Compare DTP tools in different software	8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge. 8.2 Technology Education, Engineering, and Design: All students will develop an understanding of the nature and impact of technology, engineering,	Computers Microsoft Office 2011 Printfolio Bundle Software Whiteboards Overhead projector Printer and scanner Digital Desktop Publishing, Cengage Learning, 2008 Microsoft® Office 2011	The students will learn how to preplanning a publication to identify their audience, determine the purpose and time frame for the project. Also, they will sketch a thumbnail that will enable the students to layout, organize and arrange the publication before it is created. They will determine the paper type, folds and binding in the planning process to properly design a DTP publication and understand the costs of the publication in order to stay on task and within their budget.

	programs. • Use frames and master pages to simplify the design process. • Import and modify graphics in various DTP software packages.	technological design, and the designed world, as they relate to the individual, global society, and the environment.	for Mac: Introductory, 1st Edition A Guided Tour of Hot Technologies Microsoft® Office 2011 for Mac CourseNotes Microsoft Office 2011 for Mac Illustrated Projects Binder, 1st Edition Supplemental Office Simulations	Students will modify various DTP software programs, compare DTP tools, use frames and master pages to simply the design process and import and modify graphics in various DTP software packages.
Design Principles (Unit 2)	• Incorporate a focal point that will establish a place in the document for the reader and give them a place to begin reading. • Establish a flow in the document so the reader can continue reading the rest of the page. It establishes a predetermined flow. • Apply white space to a document so it will attract attention to the	8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge. 8.2 Technology Education, Engineering, and Design: All students will develop an understanding of the nature and impact of	Computers Microsoft Office 2011 Printfolio Bundle Software Whiteboards Overhead projector Printer and scanner Digital Desktop Publishing, Cengage Learning, 2008	The students will learn how to develop an understanding of focal point, learn to establish flow in document, incorporate white space as design principle and explore differences between print and web design. They will learn how to use grids and learn about design options, explore ways to create pages that have a harmony of design and incorporate other design tools.

	important images and text that should be read by the reader. It reduces the "busyness" of the page. • Determine design decisions in order to consider how to makeup the page or pages. Use grids, design options, create pages and incorporate other design tools to enhance their documents.	technology, engineering, technological design, and the designed world, as they relate to the individual, global society, and the environment.	Microsoft® Office 2011 for Mac: Introductory, 1st Edition A Guided Tour of Hot Technologies Microsoft® Office 2011 for Mac CourseNotes Microsoft Office 2011 for Mac Illustrated Projects Binder, 1st Edition Supplemental Office Simulations	
Typography Principles (Unit 3)	• Understand how fonts are designed in order to select the font that is most appropriate for the document. • Learn the differences between various ways of describing fonts. • Learn how font attributes can be used to change fonts in order to select the most appropriate font for the document.	8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge. 8.2 Technology Education, Engineering, and Design: All students	Computers Microsoft Office 2011 Printfolio Bundle Software Whiteboards Overhead projector Printer and scanner Digital Desktop	The students will understand how fonts are designed; learn the differences between various ways of describing fonts and how font attributes can be used to change fonts. Also, they will learn why fonts should be readable and legible and discover how different font types were developed. Students will explore

	• Learn why fonts should be readable and legible. • Discover how different font types were developed. • Explore different categories in which typefaces are grouped. • Use different font spacing in order to improve the look of the document. • Use spacing conventions in order to create the most appropriate emphasis in a document. Use special characters to create a visually attractive document.	will develop an understanding of the nature and impact of technology, engineering, technological design, and the designed world, as they relate to the individual, global society, and the environment.	Publishing, Cengage Learning, 2008 Microsoft® Office 2011 for Mac: Introductory, 1st Edition A Guided Tour of Hot Technologies Microsoft® Office 2011 for Mac CourseNotes Microsoft Office 2011 for Mac Illustrated Projects Binder, 1st Edition Supplemental Office Simulations	different categories in which typefaces are grouped and use different font spacing, spacing conventions and special characters in order to create a visually attractive document.
Business Publications (Unit 4)	• Understand the use of templates and how a more effective and efficient publication can be created. • Understand how to use the style sheets to quicken the production process of the publication.	8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate	Computers Microsoft Office 2011 Printfolio Bundle Software Whiteboards Overhead projector	The students will understand the use of templates, how to use style sheets and the "Find and Change" function. They will learn how to incorporate a database and spreadsheet into their publication. Also, they

	• Understand how to use the "Find and Change" function to change information throughout the entire publication. • Learn to incorporate a database or spreadsheet in a publication to personalize the publication. • Learn the appropriate design features of a logo to incorporate the company's personal information into the design. • Understand the importance of integrating logos into a standard business publication to help the company standout among their competition. • Learn the components of a newsletter to effectively communicate the company's	knowledge. 8.2 Technology Education, Engineering, and Design: All students will develop an understanding of the nature and impact of technology, engineering, technological design, and the designed world, as they relate to the individual, global society, and the environment.	Printer and scanner Digital Desktop Publishing, Cengage Learning, 2008 Microsoft® Office 2011 for Mac: Introductory, 1st Edition A Guided Tour of Hot Technologies Microsoft® Office 2011 for Mac CourseNotes Microsoft Office 2011 for Mac Illustrated Projects Binder, 1st Edition Supplemental Office Simulations	will learn design features of a logo and integrating the logo into a standard business publication. They will learn the components of a newsletter and how to use different design techniques. Finally, they will learn the stages of team development, activities the team performs and the publication process to work together as a cohesive group.

	information. • Understand how to use different design techniques to comprehend the information in an easier manner. Understand the stages of team development, activities the team performs and the publication process to work together as a cohesive group.		