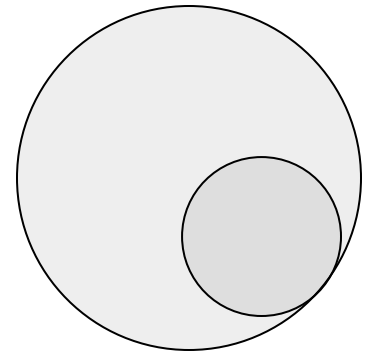


DESKTOP PUBLISHING



Mrs. KENNEDY

Room G11

& GRAPHIC DESIGN

COURSE SYLLABUS 2015-2016

Desktop publishing and Graphic Design is a competency-based rigorous course that prepares students for entry-level positions in the desktop publishing industry using the latest desktop publishing software (Adobe InDesign and Photoshop CS6) teaching students to create visually effective designs with real world applications. Integrated throughout the course are career preparation standards which include academic skills, communication, interpersonal skills, critical thinking, problem-solving, time-management skills, technology, employment literacy and common industry terminology.

It is mandatory that all students attend and participate in the final exam on the final exam day since it is a peer review of their portfolios.

Student Performance Objectives

Upon successful completion of the course, the student will:

- * Demonstrate competency in the use of industry standard desktop publishing software
- * Demonstrate competency in basic layout and design using theories of design as a means of communication; implementing tools for effective design strategies
- * Exploring typography and the use of typography as a visual design element
- * Understand graphic/image resolution for publishing purposes
- * Demonstrate the ability to work between programs, i.e. Microsoft Word, InDesign, Photoshop, etc.
- * Create a portfolio of his/her own work and present it to their peers for term exam

Instructional Units

This course includes in-depth coverage of desktop publishing terminology, typesetting, editing and proofing, design and layout techniques of various publications, graphics usage and development.

- * Business cards, letterhead and envelopes – corporate/personal
- * Flyers, brochures and newsletters – business promotional/informational
- * Advertising/point of purchase materials – display, sell sheets, packaging, bill boards various other projects as time allows

Student Performance Assessment

Assessment of student work will be based on classroom performance, design skill mastery, effort and quality of work.

- * Rubrics used for assignment development and grading
- * Completion of assignments, portfolio, individual projects, and group work
- * Every class period missed excused or unexcused should be made up as soon as possible to keep current with projects
- * **Portfolio must be present at scheduled term exam for peer review**
 - o Student could potentially fail this course if a portfolio is not present for finals

Behavioral Expectations

Each student is expected to be to class on time, with a positive attitude and ready to work. If late to class, the student must have a legitimate pass to be allowed into the classroom. All absences must be excused and class work must be made up as soon as possible. Inappropriate language and/or behavior is unacceptable and the student will be removed from the classroom. Use of computers in unsuitable ways will not be allowed. All computers are monitored for appropriate usage and usage history maybe documented. Your computer maybe disabled at anytime, without notice if you are doing something not associated with classroom work. If you have questions regarding computer usage, please reference the Student Code of Conduct Handbook for details on usage and privileges.

This syllabus is to be signed by both student and parent/guardian and retuned for points. I have read the front side of this syllabus and will abide by the rules provided in the student handbook and classroom teacher. If you require additional copies of this syllabus for your records, please contact Mrs. Kennedy at dkennedy@madison.k12.wi.us or 608-204-3567.

Family contact/communication is important, please supply teacher with current contact information. Feel free to contact Mrs. Kennedy any time.

Parent Signature: _____ Date: _____

Parent Name Printed: _____

Phone Number: _____ Cell Phone Number: _____

Parent email address: _____

Student Signature: _____ Date: _____

Student Name Printed: _____

