

# BIBB COUNTY CAREER ACADEMY – Course Syllabus

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## COURSE: DIGITAL PUBLICATIONS DESIGN

### COURSE DESCRIPTION

Digital Publications Design gives students marketable experience in both print and digital publishing. Emphasis is placed on page layout and design, computerized text, graphic art, digital photography, and the use of software to create a variety of publications.

The prerequisites for this course are Career Preparedness or Business Software Applications I.

**COURSE FEE**  
\$25.00

### PROGRAM GOAL OF THE BUSINESS MANAGEMENT AND ADMINISTRATION DEPARTMENT

The goal of the Business Management and Administration Department is to prepare students to be competent in the Business Information Technology area by functioning in a technological society. Students who complete sequenced courses will be able to obtain entry-level positions in areas of business such as administrative support, human resources, operations, management, business information, office technology, and more.

### SUPPLIES

Required:

- Paper
- Pens/Pencils (Blue/Black Ink)

Optional Needed:

- Flash Drive
- Facial tissue (Kleenex)
- Paper Towels

### RESOURCES

- Google including Classroom
- Certiport
- Gmetrix
- Microsoft Office 2019/365

### STUDENT EVALUATION

The use of various procedures ensures that students of all abilities can be successful. Any student who is having difficulty should notify the instructor immediately. Students and parents may access PowerSchool to see students grades at any time.

Evaluation Criteria	Method of Evaluation	% of Grade
Assessments/ Daily Activities	Weekly assignments including notes, classwork, Tests, projects, etc.	40%
Workplace/ Employability Skills	Work ethic in the classroom, clocking in for class, bell ringers, etc.	40%

The grading system above calculates to be 80% of the student's grade. The Final Exam is weighted to be the remaining 20% of the student's grade.

### GRADING SCALE

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 59 or below

### ATTENDANCE

*The attendance policy is outlined in the Bibb County Schools Student Policies Handbook.*

*Students with excused absences must contact the instructor for any missed work. Make-up work for excused absences must be completed and returned within 3 days of the student's return to class.*



### MICROSOFT OFFICE SPECIALIST CERTIFICATIONS



*Students will have the opportunity to receive multiple certifications in the Microsoft Office Specialist program. Two certifications will qualify for an Industry credential. Certifications offered include:*



### CAREER TECHNICAL STUDENT ORGANIZATION (CTSO)

Career and technical student organizations (CTSO) are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace readiness skills, and broaden opportunities for personal and professional growth.



### MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

# **DIGITAL PUBLICATIONS DESIGN**

## **MULTIMEDIA COMPONENTS**

1. Research award-winning magazines, newspapers, and other print and digital publications and list exemplary practices to be used as guidelines for creating a publication.
  - a. Describe processes involved in producing digital publications, presentations, videos, and websites, including creation of content, layout, graphic design, editing, and publishing.
2. Design and create enhanced, interactive multimedia projects that utilize various computer software and hardware components.
3. Explain the features of various digital file formats.
  - a. Determine the applicable file format for use in a variety of digital publications.
  - b. Use file conversion software to convert multiple types of files.
4. Demonstrate methods of organizing and backing up files using file system folders and online file management services.

## **DIGITAL PHOTOGRAPHY**

5. Utilize a variety of equipment to create and import digital images.
6. Demonstrate the basic techniques of digital photography.
  - a. Utilize the rules of composition when creating photographs for publication.
  - b. Demonstrate proper use of digital-imaging software and equipment to edit photographs.
  - c. Compare and contrast similar or related photographs to determine which would be most effective on a published page.

## **PUBLISHING**

7. Explain the importance of setting design goals for publications.
8. Select design elements and content based upon the purpose, message, and audience for a publication.
9. Produce original, creative, professional, and appealing publication layouts.
10. Design page layouts with appropriate proportions, balance, and typography.
  - a. Demonstrate techniques for text wrapping, creating sidebars and borders, and inserting drop caps.
11. Demonstrate effective writing skills in the development of publications.
  - a. Take complete, concise, and accurate notes during meetings and interviews.
  - b. Write and edit stories and cutlines according to the style selected by a particular publication.
12. Analyze images for visual, spatial, and functional differences.
13. Create publication grids for effective layout of various types of pages.
14. Explain the concepts of copyright, libel, trademark, and fair use as they apply to print and digital publications.
15. Explain the concepts of censorship as they apply to creating a publication.
16. Proofread and correct finished publications.
17. Meet deadlines, multitask, and prioritize as needed to produce a publication in an efficient and timely manner.
18. Produce a finished, edited publication for a particular audience or purpose.
  - a. Distribute a publication in electronic and/or printed versions.

## **VIDEO PRODUCTION**

19. Demonstrate the ability to execute the steps in the digital video pre-production process.
  - a. Identify segment type, audience, and genre.
  - b. Create a script and storyboard appropriate to the needs of the production.
20. Demonstrate the ability to successfully complete the digital video production process.
  - a. Identify and utilize commonly used angles and shots.
  - b. Control camera movement to obtain the required effects.
21. Demonstrate the ability to complete the digital video post-production process.
  - a. Operate editing hardware and software to produce videos.

## **FOUNDATIONAL STANDARDS**

Foundational standards, shown below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.

5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Discuss and demonstrate ways to value diversity.

### **EMBEDDED NUMERACY & LITERACY ANCHOR ASSIGNMENTS**

#### **New Theme Park Idea (worth 200 points)**

*Students will research popular US theme parks. Students will work with a partner to collaborate on a new theme park idea to create a Google Slide presentation. Slides will include: created logo, slogan, park map, rides, attractions, restaurants (menu and pricing), gift shops, target market, operating season, pricing strategies (math used to determine associated cost consistent with location and target market), proposed location, celebrity endorser, product tie-ins and merchandising. Presentation to be delivered orally in class. The final product will then be placed in the student portfolio.*