

Name: \_\_\_\_\_

**Graphic Arts/Desktop Publishing**

**Directions:**

Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect employability readiness rather than the grades given in class.

**Rating Scale:**

- 0 No Exposure** – no experience or knowledge in this area
- 1 Not Mastered** – requires instruction and close supervision
- 2 Requires Supervision** – can perform job completely with limited supervision
- 3 Mastered** – can work independently with no supervision

**Graphic Arts/Desktop Publishing**

0	1	2	3	A. Discuss Introductory Concepts	Notes:
				1. Define terms related to graphic arts/desktop publishing	
				2. Explain copyright issues related to graphic arts/desktop publishing (e.g., legal, ethical)	
				3. Demonstrate sensitivity to bias (e.g., culture, gender, age)	
				4. Manage electronic files (e.g., storage, naming files, retrieval)	
				5. Identify careers/self-employment opportunities in graphic arts/desktop publishing	
				6. Exhibit leadership skills through a student organization (e.g., FBLA, PBL)	
				7. Plan a preliminary layout for a publication using manual or digital tools	
				8. Develop a work schedule to meet deadlines	
				9. Use correct grammar, punctuation, and spelling.	
				10. Apply standard proofreaders' marks in editing copy.	

0	1	2	3	B. Perform Publication Set-Up	Notes:
				1. Set gutter margins	
				2. Set double-sided facing pages	
				3. Set margins	
				4. Specify number of pages per document	
				5. Create master pages	
				6. Create templates, taking into account typographic concepts (e.g., leading, page justification)	
				7. Modify templates	
				8. Create columns	
				9. Use editing tools (e.g., cut, copy, paste)	

0	1	2	3	C. Demonstrate Typography Concepts	Notes:
				1. Create a text frame	

				2. Compose text (e.g., headings, captions, body text)	
				3. Import text files and other word processing documents into publications	
				4. Access fonts (e.g., download, unzip, install)	
				5. Apply font size guidelines	
				6. Measure type in points, picas, inches, and centimeters	
				7. Manage a font library	
				8. Adjust typography attributes (e.g., bold, italic, underline, reverse)	
				9. Apply character and word spacing (e.g., kerning, tracking, and leading)	
				10. Explain the usage of font types (e.g., serif, sans serif, decorative)	
				11. Manipulate text features and formats (e.g., wordwrap, hyphenations, drop cap, color, gradient, text path)	
				12. Apply tabs and indents in text frames	
				13. Apply proofreading and editing techniques to graphic arts/desktop publishing files	
				14. Apply widow and orphan protection	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>D. Manage Images Appropriately</b>	<b>Notes:</b>
				1. Use a digital camera to acquire resolution images (e.g., portrait, landscape, moving objects)	
				2. Use a scanner to digitalize images with appropriate resolution for intended use	
				3. Import files from a digital camera	
				4. Import images from various sources (e.g., software-specific library, other applications, Internet)	
				5. Create images	
				6. Edit images (e.g., color, filter, tint, contrast, watermark, brightness)	
				7. Apply image modes (e.g., convert RGB, CMYK, grayscale)	
				8. Manipulate images (e.g., mask, resize, crop, scale, rotate, group/ungroup)	
				9. Create original drawings in illustration software	
				10. Determine appropriate image file formats (e.g., bmp, tiff, jpeg, gif, pict, eps)	
				11. Apply appropriate resolution settings for intended use of image	
				12. Describe the impact different colors have on an audience (e.g., meaning, setting, mood)	
				13. Select color scheme	
				14. Select appropriate ink colors (e.g., Pantone, PMS)	
				15. Adjust color	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>E. Demonstrate Design Concepts</b>	<b>Notes:</b>
				1. Plan the proper use of white space	
				2. Apply the proper use of color	
				3. Create an effective focal point (e.g., primary, secondary)	
				4. Create appropriate headlines	
				5. Position captions	
				6. Apply design principles (e.g., movement, balance, symmetry)	
				7. Prepare a budget for a graphic arts/desktop publishing project	
				8. Apply layering techniques in publications	
				9. Match the design to the appropriate audience	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>F. Perform Print Process</b>	<b>Notes:</b>
				1. Describe the purpose and process of color separation	
				2. Use print preview or WYSISYG layout before printing	
				3. Select an appropriate printer (e.g., network, application)	
				4. Select appropriate printer attributes (e.g., duplexing, tray size, paper size)	
				5. Perform color separation	
				6. Convert desktop publication to format for Web posting (e.g., PDF, HTML)	
				7. Investigate specifications required by various print houses	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>G. Develop A Portfolio</b>	<b>Notes:</b>
				1. Explain ways portfolios can be used	
				2. Create a resume highlighting graphic arts/desktop publishing and related skills	
				3. Select sample projects to show graphic arts/desktop publishing concepts mastered	
				4. Explain the reasons for selecting the sample projects in the portfolio	
				5. Arrange a selection of same projects into professional presentation	