

## FBLA: DESKTOP PUBLISHING

Competency: Basic Desktop Terminology and Concepts	
Tasks	
1.	Define desktop publishing and describe various types of publications.
2.	Describe the basic hardware components needed for desktop publishing input/out devices.
3.	Demonstrate an understanding of the basic software needed for desktop publishing.
4.	Describe basic pre-planning activities: target audience, purpose, time frame, layout, and delivery.
5.	Manage electronic files.
6.	Discuss color theory, guidelines for selecting color, and impact of different colors on an audience.
7.	Select color scheme and appropriate ink colors and adjust color.
8.	Demonstrate typography concepts such as creating a text frame, accessing fonts, applying font size, measuring type in points, etc.
9.	Define terms related to typography.
10.	Adjust typography attributes.
11.	Manipulate text features and formats.
12.	Manage a font library.
13.	Identify the basic characteristics, classifications, and guidelines for selecting fonts.
14.	Compose text (headings captions and body text).
15.	Apply tabs and indents in text frames.
16.	Discuss basic styles and special formats.
Competency: Related Desktop Application Knowledge	
Tasks	
1.	Determine appropriate desktop publishing products based upon the purpose of the publication, intended audience, output format, and time and cost constraints.
2.	Select and apply software appropriate for specific tasks.
3.	Gather/compose documents and graphics for use in designing various desktop publishing applications such as fliers, brochures, and newsletters.
4.	Produce a variety of documents.
5.	Perform publication set-up to include margins, double sided facing pages, create and modify templates, and create columns.

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6. Demonstrate design concepts to include the proper use of white space, proper use of color, creating an effective focal point, balance, flow, line, and creating appropriate headlines and captions.
7. Import text and tables from a word processing program into a desktop published document.
8. Import charts and/or tables from a spreadsheet software program into a desktop published document.
9. Design and create complex tables and a variety of multi-page and multi-column documents.
10. Enhance appearance of document using desktop features.
11. Apply a master page to document.
<b>Competency: Desktop Layout Rules and Standards</b>
<b>Tasks</b>
1. Explain the term effective white space.
2. Design a layout for readability and attractiveness by use of effective white space, column position and spacing, page margins, and graphics placement.
3. Create and edit page layouts.
4. Design style sheets which emphasize continuity and form in publications.
5. Demonstrate design and layout techniques to be used in display, newsletters, brochures publications, storyboards, various packages, posters, and advertising.
6. Create a layout that successfully applies elements of line, shape, texture, and value to create form and space.
7. Discuss publications that utilize special size paper.
8. Illustrate line, design, and artistic details in layouts.
9. Apply layout and design principles using original and/or imported graphics.
<b>Competency: Message Presentation/Accuracy and Proofreading</b>
<b>Tasks</b>
1. Proofread, edit, and revise text using standard proofreading symbols.
2. Use correct grammar, punctuation, and spelling.
3. Demonstrate correct spacing and sizing.

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Competency: Digital Imaging and Graphics	
Tasks	
1.	Define terms related to artwork such as line art, continuous tone, halftone, halftone screen, cropping, scaling, vector and raster graphics, and resolution.
2.	Identify the software available for creating and editing graphics.
3.	List factors that affect quality imaging.
4.	Import digital image from sources such as scanner, digital cameras, Internet, etc.
5.	Use a digital camera to acquire resolution images.
6.	Use a scanner to digitalize images with appropriate resolution.
7.	Import images from various sources.
8.	Edit images.
9.	Manipulate images.
10.	Determine and convert documents to appropriate image file formats.
11.	Develop a desktop publication including original graphics created using drawing and paint tools.
12.	Describe photo editing features.
Competency: Safety, Ethics, Legal	
Tasks	
1.	Discuss computer crimes, terms of use, legal issues such as copyright and fair use laws, and ethics.
2.	Differentiate between freeware, shareware, and public domain software copyrights.
3.	Explain the consequences of illegal and unethical uses of information technologies.
4.	Apply knowledge of copyrights in seeking formal permission from copyright sources before using materials.
5.	Identify potential abuse and unethical uses of computers and networks.
6.	Describe the threat of viruses to a computer network, methods of avoiding attacks, and options in dealing with attacks.
7.	Maintain desktop publishing equipment and lab in a safe and clean condition.

## FBLA: DESKTOP PUBLISHING

Competency: Print Process
Tasks
1. Use printer preview and set print specifications.
2. Select appropriate printer and printer attributes.
3. Convert desktop publication to format for Web posting.
4. Print or publish hard copy that meets typography standards.
1. Print publication containing printer's marks.
2. Print a publication using the color separation process.

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