

Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

Course Title	PUBLISHING II		
SDPTE Course ID	BE 0324	IBED	11152

A course designed to build on the skills acquired in Publishing I. Students plan, design, and develop complex documents and develop enhanced graphics while using journalistic principles and design concepts to communicate the intended message of the publication. Concepts addressing print publication requirements (CMYK, spot colors, bleed, creep, etc.) and Web publication requirements (RGB, font issues, etc.) are studied. Documents will be finalized and ready for commercial printing.

Term	Semester	Preq	BE 0314
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Notes:

Career Development *CDev_2: Demonstrate Knowledge of Career Research*

CDev_2.2 Utilize a Career Information Database to prepare a career portfolio.

- Learning Indicator: CDev_2.2.1 Prepare pictorial and/or written documents related to career exploration using a variety of technological resources such as the computer and the Internet
- Learning Indicator: CDev_2.2.2 Develop pictorial and/or written documents based on selected career information
- Learning Indicator: CDev_2.2.3 Prepare a career portfolio that includes career research materials and work samples
- Learning Indicator: CDev_2.2.4 Identify a network of business people to assist in securing a job

Communications *Comm_1: Demonstrate Knowledge of Foundations of Communications*

Comm_1.3 Communicate in a written format in a clear, courteous, concise, and correct manner on personal and professional levels.

- Learning Indicator: Comm_1.3.1 Discuss the importance of correct spelling, grammar, word usage, mechanics, and legible writing
- Learning Indicator: Comm_1.3.2 Write logical, coherent phrases, sentences, and paragraphs incorporating correct grammar, mechanics, and word usage
- Learning Indicator: Comm_1.3.3 Compose simple requests for information, reports, and summaries; edit and revise written work
- Learning Indicator: Comm_1.3.4 Outline to facilitate logical and understandable written documents
- Learning Indicator: Comm_1.3.5 Use acceptable standards for grammar, mechanics, and word usage
- Learning Indicator: Comm_1.3.6 Write coherent business correspondence, instructions, descriptions, summaries, and reports using appropriate formats
- Learning Indicator: Comm_1.3.7 Proofread documents to ensure correct grammar, spelling, and punctuation
- Learning Indicator: Comm_1.3.8 Distinguish between paraphrasing, documentation, and plagiarism; use proper documentation procedures to avoid plagiarism
- Learning Indicator: Comm_1.3.9 Demonstrate a sensitivity to language bias (e.g., sexist, gender, race, religious, physically challenged, etc.) and avoid use of language bias
- Learning Indicator: Comm_1.3.10 Use note taking skills incorporating critical listening and reading techniques
- Learning Indicator: Comm_1.3.11 Identify factors affecting the readability of text
- Learning Indicator: Comm_1.3.12 Compare drafts to final documents and make editorial changes
- Learning Indicator: Comm_1.3.13 Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous
- Learning Indicator: Comm_1.3.14 Compose messages that promote positive human behavior
- Learning Indicator: Comm_1.3.15 Use a wide variety of references and resources (both electronic and printed) for the purpose of writing business documents

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Learning Indicator: Comm_1.3.16	Write formal and informal reports using suitable format supported by appropriate graphic aids
Learning Indicator: Comm_1.3.17	Use the direct or indirect approach in appropriate correspondence situations
Learning Indicator: Comm_1.3.18	Analyze and respond in writing to routine business problems both individually and collaboratively
Learning Indicator: Comm_1.3.19	Write business communications that are sensitive to multicultural situations
Learning Indicator: Comm_1.3.20	Write appropriate messages for specific audiences, i.e., using empathy in a message, or addressing specific needed improvements
Learning Indicator: Comm_1.3.21	Write business communications that reflect international differences and address current practice and protocol

Information Systems IS_1: Demonstrate Knowledge of the Foundations of Information Systems

IS_1.3 Identify the need for applications of technology in business, industry, society and on a global scale.

Learning Indicator: IS_1.3.1	Demonstrate the ability to access information regarding applications of computers and technology in business, industry, society and on a global scale
Learning Indicator: IS_1.3.2	Cite uses of computer and technology in business, industry, society and on a global scale
Learning Indicator: IS_1.3.3	Create a brief list of business, industry, society and global references and sources where information about applications of computers and technology can be found

Information Systems IS_23: Demonstrate Knowledge of Using Desktop Publishing Software

IS_23.1 Evaluate the purposes, functions and features of desktop publishing software.

Learning Indicator: IS_23.1.1	Describe the hardware components used in desktop publishing
Learning Indicator: IS_23.1.2	Identify tools in toolbars and palettes
Learning Indicator: IS_23.1.3	Demonstrate knowledge of effective color utilization
Learning Indicator: IS_23.1.4	Demonstrate knowledge of design proximity, balance and contrast
Learning Indicator: IS_23.1.5	Explore Web features of desktop publishing

IS_23.2 Consider a plan for documents to be published including the target audience, text, graphics and printer.

Learning Indicator: IS_23.2.1	Plan the document to be published and consider the target audience
Learning Indicator: IS_23.2.2	Create a new file and select a design
Learning Indicator: IS_23.2.3	Decide on text to communicate the desired message effectively
Learning Indicator: IS_23.2.4	Recognize and use two main categories of proportional typefaces: serif and sans serif
Learning Indicator: IS_23.2.5	Choose color scheme
Learning Indicator: IS_23.2.6	Choose graphics for the document
Learning Indicator: IS_23.2.7	Choose a printer for the document

IS_23.3 Demonstrate ability to insert and edit text, and consider typography when publishing documents.

Learning Indicator: IS_23.3.1	Create a blank document to include page size, margins, page orientation and bleed
Learning Indicator: IS_23.3.2	Insert and edit text boxes or text frames
Learning Indicator: IS_23.3.3	Choose fonts and apply font styles
Learning Indicator: IS_23.3.4	Align text to ensure proper proximity within the document

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- Learning Indicator: IS_23.3.5 Set indents and tabs and create lists
- Learning Indicator: IS_23.3.6 Adjust spacing to consider white space, tracking, kerning, and leading
- Learning Indicator: IS_23.3.7 Copy, move and import text utilizing the clipboard
- Learning Indicator: IS_23.3.8 Control text flow by creating and linking columns

IS_23.4 Demonstrate ability to format pages considering contrast, balance, and consistency.

- Learning Indicator: IS_23.4.1 Change page setup if necessary to consider gutter, binding and double-sided printing
- Learning Indicator: IS_23.4.2 Set guides for the positioning and alignment of objects
- Learning Indicator: IS_23.4.3 Use master pages to provide consistency through a multiple page document
- Learning Indicator: IS_23.4.4 Insert page numbers as fields on the master pages using headers or footers
- Learning Indicator: IS_23.4.5 Insert and delete pages
- Learning Indicator: IS_23.4.6 Create templates to ensure uniform page setup and formatting characteristics
- Learning Indicator: IS_23.4.7 Select and apply color and font scheme
- Learning Indicator: IS_23.4.8 Use styles to help maintain consistent formatting throughout the document

IS_23.5 Demonstrate ability to create and edit graphics using industry standard graphics software.

- Learning Indicator: IS_23.5.1 Differentiate between bitmap (raster) and vector graphics
- Learning Indicator: IS_23.5.2 Identify native formats for bitmap and vector graphics (e.g., JPG, GIF, TIF, BMP, PSD, PHG, PDF, EPS, AI, SWF, PNG, EPS)
- Learning Indicator: IS_23.5.3 Acquire images via scanning, digital camera, internet search, and stock sources
- Learning Indicator: IS_23.5.4 Create images using a digital camera
- Learning Indicator: IS_23.5.5 Export/import images for project requirements (compression, resolution)
- Learning Indicator: IS_23.5.6 Acquire clip art
- Learning Indicator: IS_23.5.7 Use drawing tools to create and manipulate paths (lines and bezier curves) using anchor points, direction handles
- Learning Indicator: IS_23.5.8 Use the design techniques to enhance images (e.g., crop, resize, mask, transform, restore images, apply gradients and utilize painting and drawing tools)
- Learning Indicator: IS_23.5.9 Apply stroke and fill (solid and gradient)
- Learning Indicator: IS_23.5.10 Select using appropriate tools
- Learning Indicator: IS_23.5.11 Group and ungroup objects
- Learning Indicator: IS_23.5.12 Apply styles and effects
- Learning Indicator: IS_23.5.13 Transform objects
- Learning Indicator: IS_23.5.14 Create layers
- Learning Indicator: IS_23.5.15 Apply transparencies
- Learning Indicator: IS_23.5.16 Utilize Text Tools

IS_23.6 Demonstrate ability to place graphics and enhance publications to add appeal and brand recognition.

- Learning Indicator: IS_23.6.1 Work with color and color systems (RGB and CMYK)
- Learning Indicator: IS_23.6.2 Enhance objects with special effects such as shadows, 3-D, textures, gradients and patterns
- Learning Indicator: IS_23.6.3 Enhance text by applying drop caps and text art
- Learning Indicator: IS_23.6.4 Insert horizontal rules before and after text
- Learning Indicator: IS_23.6.5 Apply border art
- Learning Indicator: IS_23.6.6 Create a watermark and adjust the color and transparency

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Learning Indicator: IS_23.6.7 Use design objects such as logos, forms, pull-quotes and mastheads

IS_23.7 Demonstrate ability to deliver publications to a commercial printer for final publication.

Learning Indicator: IS_23.7.1 Plan for publication by considering paper size, bleed, method of binding and budget

Learning Indicator: IS_23.7.2 Perform prepress checks using a spell checker and proofread documents

Learning Indicator: IS_23.7.3 Set properties for desktop printing by choosing print and printer options

Learning Indicator: IS_23.7.4 Enable trapping to avoid color gaps or overlapping

Learning Indicator: IS_23.7.5 Print a composite and color separations

Learning Indicator: IS_23.7.6 Deliver files to a commercial printer
