



Department of Teaching & Learning
Parent/Student Course Information

Desktop Publishing
(BE 6630)
One-half Credit, One Semester
Grades 8 - 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

Students develop proficiency in designing and creating desktop-published projects, multimedia presentations/projects, and Web sites, using industry-standard application software. Students apply principles of layout and design in completing projects. Students create portfolios that include a résumé and a variety of desktop-published, multimedia and Web-site projects produced in the course.

CERTIFICATION

None

STUDENT ORGANIZATION

The Future Business Leaders of America (FBLA) is the co-curricular organization for secondary Business and Information Technology students. The organization enhances occupational preparation for students by helping them attain the following goals: leadership skills; knowledge of the American enterprise system; self-confidence; improvement of home, business, and community; scholarship; citizenship; and career goals.

PREREQUISITE

None

OPTIONS FOR NEXT COURSE

None

REQUIRED STUDENT TEXTBOOK

None

COMPETENCIES FOR DESKTOP PUBLISHING

Demonstrating Personal Qualities and Abilities

- 1 Demonstrate creativity and innovation.
- 2 Demonstrate critical thinking and problem-solving.
- 3 Demonstrate initiative and self-direction.
- 4 Demonstrate integrity.
- 5 Demonstrate work ethic.

Demonstrating Interpersonal Skills

- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate listening and speaking skills.
- 8 Demonstrate respect for diversity.
- 9 Demonstrate customer service skills.
- 10 Collaborate with team members.

Demonstrating Professional Competencies

- 11 Demonstrate big-picture thinking.
- 12 Demonstrate career- and life-management skills.
- 13 Demonstrate continuous learning and adaptability.
- 14 Manage time and resources.
- 15 Demonstrate information-literacy skills.
- 16 Demonstrate an understanding of information security.
- 17 Maintain working knowledge of current information-technology (IT) systems.
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.
- 19 Apply mathematical skills to job-specific tasks.
- 20 Demonstrate professionalism.
- 21 Demonstrate reading and writing skills.
- 22 Demonstrate workplace safety.

Examining All Aspects of an Industry

- 23 Examine aspects of planning within an industry/organization.
- 24 Examine aspects of management within an industry/organization.
- 25 Examine aspects of financial responsibility within an industry/organization.
- 26 Examine technical and production skills required of workers within an industry/organization.
- 27 Examine principles of technology that underlie an industry/organization.
- 28 Examine labor issues related to an industry/organization.
- 29 Examine community issues related to an industry/organization.
- 30 Examine health, safety, and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 31 Identify the purposes and goals of the student organization.
- 32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.
- 34 Identify Internet safety issues and procedures for complying with acceptable use standards.
Exploring Work-Based Learning
- 35 Identify the types of work-based learning (WBL) opportunities.
- 36 Reflect on lessons learned during the WBL experience.
- 37 Explore career opportunities related to the WBL experience.

- 38 Participate in a WBL experience, when appropriate.
Demonstrating Knowledge of Hardware, Software, and Operating Systems
- 39 Compare word processing, graphic design, multimedia creation, and web page creation.
- 40 Evaluate operating systems and hardware for compatibility with common software applications.
- 41 Evaluate software used in graphic design, multimedia creation, and web page creation.
- 42 Use technical support to resolve problems encountered during the creation of digital projects.
- 43 Apply appropriate method to back up files.

Applying Principles of Layout and Design

- 44 Identify project-management components.
- 45 Plan an effective design for a project.
- 46 Apply principles of design, layout, and typography appropriate for a project.
- 47 Enhance appearance of a project.
Designing and Creating Print and Graphic Design Projects
- 48 Create original content for a digitally designed project.
- 49 Demonstrate proofing skills through use of online tools and individual critiquing to check for format, style, correctness, and clarity.
- 50 Import text, graphics, tables, and charts for use in a print or graphic design project.
- 51 Use time-saving features of print and/or graphic design programs.
- 52 Create documents utilizing a variety of layouts including multiple columns, pages, and element positions.
- 53 Create a variety of print materials.
- 54 Create a document in a format appropriate for electronic distribution.
- 55 Convert a print document to digital format through scanning.
- 56 Critique a project to determine whether it meets the designated guidelines.

Designing and Creating Multimedia Presentations/Projects

- 57 Identify the components of an effective multimedia project.
- 58 Create a multimedia project.
- 59 Use master slides, templates, and/or themes.
- 60 Create an object, using graphic design software.
- 61 Incorporate charts, graphs, and/or tables into a multimedia project.
- 62 Enhance a multimedia project with advanced features.
- 63 Incorporate elements from other sources into a multimedia project.
- 64 Edit a multimedia project.
- 65 Create handouts and/or other visuals for a multimedia presentation.
- 66 Deliver a multimedia presentation.
- 67 Critique a multimedia presentation to determine whether it meets the designated guidelines.

Designing and Creating Websites

- 68 Evaluate the methods of creating websites.
- 69 Apply structural requirements (information architecture) for development of a website.
- 70 Create a website, using design software or a programming language.
- 71 Apply website design features.
- 72 Create hyperlinks.
- 73 Proofread and edit a website.
- 74 Test a website.
- 75 Explain or demonstrate publishing, updating, and maintaining a website.
- 76 Describe methods and tools used in digital marketing.
- 77 Compare content management systems commonly used in the business world.

Exploring Legal and Ethical Issues

- 78 Explore security issues related to computer and Internet technology.
- 79 Describe copyright issues and laws related to creating graphic design, multimedia, and website design projects.
- 80 Identify situations in which use of elements in projects is legal but may be unethical/inappropriate.
- 81 Describe licensing agreements associated with software usage.

Developing Employability Skills

- 82 Explore careers in the graphic design, multimedia, and website design fields.
- 83 Investigate uses of graphic design, multimedia, and web technologies in business and industry.
- 84 Investigate new and emerging trends in design, multimedia, and web technologies, including digital technologies.
- 85 Create or update a resume.
- 86 Create a professional, electronic portfolio.
- 87 Describe basic employment activities.
- 88 Identify potential employment barriers for nontraditional groups and ways to overcome the barriers.

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Produced by the Department of Teaching and Learning.
For further information, please call (757) 263-1070.

Notice of Non-Discrimination Policy

Virginia Beach City Public Schools does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation/gender identity, pregnancy, childbirth or related medical condition, disability, marital status, age, genetic information or veteran status in its programs, activities, employment, or enrollment, and provides equal access to the Boy Scouts and other designated youth groups. School Board policies and regulations (including, but not limited to, Policies 2-33, 4-4, 5-7, 5-19, 5-20, 5-44, 6-33, 6-7, 7-48, 7-49, 7-57 and Regulations 4-4.1, 4-4.2, 5-44.1, 7-11.1, 7-17.1 and 7-57.1) provide equal access to courses, programs, enrollment, counseling services, physical education and athletic, vocational education, instructional materials, extracurricular activities and employment.

Title IX Notice: Complaints or concerns regarding discrimination on the basis of sex or sexual harassment should be addressed to the Title IX Coordinator, at the VBCPS Office of Student Leadership, 641 Carriage Hill Road, Suite 200, Virginia Beach, 23452, (757) 263-2020, Mary.Dees@vbschools.com (student complaints) or the VBCPS Department of School Leadership, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (757) 263-1088, Elizabeth.Bryant@vbschools.com (employee complaints). Additional information regarding Virginia Beach City Public Schools' policies regarding discrimination on the basis of sex and sexual harassment, as well as the procedures for filing a formal complaint and related grievance processes, can be found in School Board Policy 5-44 and School Board Regulations 5-44.1 (students), School Board Policy 4-4 and School Board Regulation 4-4.3 (employees), and on the School Division's website at [Diversity, Equity and Inclusion/Title IX](#). Concerns about the application of [Section 504 of the Rehabilitation Act](#) should be addressed to the Section 504 Coordinator/Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Plaza Annex/Family and Community Engagement Center, 641 Carriage Hill Road, Suite 200, Virginia Beach, VA 23452.

The School Division is committed to providing educational environments that are free of discrimination, harassment, and bullying. Students, staff, parents/guardians who have concerns about discrimination, harassment, or bullying should contact the school administration at their school. Promptly reporting concerns will allow the school to take appropriate actions to investigate and resolve issues. School Board Policy 5-7 addresses non-discrimination and anti-harassment, Policy 5-44 addresses sexual harassment and discrimination based on sex or gender. Policy 5-36 and its supporting regulations address other forms of harassment.

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