Geneva CUSD 304
Content-Area Curriculum Frameworks
Grades 6-12
Business

Mission Statement	In the Business Department, our mission is to: • Provide a variety of subject areas. • Introduce students to current technologies and help develop proficiency. • Teach and encourage students to apply a decision-making process. • Enhance student understanding through hands-on experience. • Introduce students to career opportunities and related job skills needed to compete in the global marketplace. • Promote feelings of self-worth and provide for individual creativity.

Course Sequence
 (Grades 6-12)
	9/10 10-12 11/12
	 General Business → Consumer Education* → Accounting I
	      Accounting II
	      Marketing I
	      Marketing II
	      International Business
	      Business Law
	
	 9-12 9-12 10-12
	 Computer I → Essential Business Skills → Computer II
	      Desktop Publishing
	
	 *state-mandated course

Course Framework

Course Title	Desktop Publishing
Grade Level	10,11,12
Semesters (1-2-3-4)	1
Prerequisite	Computer II or demonstrated proficiency
Course Description	This semester-long course is devoted to digital imagery. In this semester course students learn to use Adobe PhotoShop and Illustrator, which are design and production tools for digital image design and enhancement. Adobe InDesign for page layout to combine text, images, and objects.
District-approved Materials and/or Resources	Adobe Creative Team. Adobe Photoshop CS Classroom in a Book, 2004. Adobe Press. Adobe Creative Team. Adobe Illunstrator 8.0 Classroom in a Book, 1998. Adobe Press. Adobe Creative Team. Adobe InDesign CS2 Classroom in a Book, 2005. Adobe Press.

Unit Frameworks

Unit of Study: major topics	**1. Adobe PhotoShop**	<u>Resources that will support instruction</u> Approved textbook Image files Internet
Illinois Learning Standards, Benchmarks, **National Standards Assessment Frameworks, or other standards that will be taught in this unit**	<u>Illinois Learning Standards for English</u>: 1.A.5a Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings 1.A.5b Analyze the meaning of abstract concepts and the effects of particular word and phrase choices. 1.B.5a Relate reading to prior knowledge and experience and make connections to related information. 1.B.5d Read age-appropriate material with fluency and accuracy. 1.C.5b Analyze and defend an interpretation of text. 1.C.5d Summarize and make generalizations from content and relate them to the purpose of the material. <u>Illinois Learning Standards for Fine Arts</u>: 26.A.3e Describe how the choices of tools/technologies and processes are used to create specific effects in the arts. 26.A.4e Analyze and evaluate how tools/technologies and processes combine to convey meaning. 25.A.5 Analyze and evaluate student and professional works for how aesthetic qualities are used to convey intent, expressive ideas and/or meaning. 26.B.3d Demonstrate knowledge and skills to create 2- and 3-dimensional works and time arts (e.g., film, animation, video) that are realistic, abstract, functional and decorative. 26.A.3e Visual Arts: Describe how the choices of tools/technologies and processes are used to create specific effects in the arts. 26.A.4e Visual Arts: Analyze and evaluate how tools/technologies and processes combine to convey meaning. 26.A.5 Analyze and evaluate how the choice of media, tools, technologies and processes support and influence the communication of ideas. 26.B.4d Demonstrate knowledge and skills that communicate clear and focused ideas based on planning, research and problem solving. 26.B.5 Create and perform a complex work of art using a variety of techniques, technologies and resources and independent decision making. 27.A.4b Analyze how the arts are used to inform and persuade through traditional and contemporary art forms. 27.B.5 Analyze how the arts shape and reflect ideas, issues or themes in a particular culture or historical period.
Objectives • **Conceptual** • **Factual**	• Perform basic photo corrections: choose the correct resolution for a scanned photograph, crop an image to final size, adjust the tonal range of an image, adjust the saturation and brightness of isolated areas, and save a file in a

• **Procedural**	format that can be used in InDesign. • Work with selections: make specific areas of an image active using various tools, reposition a selection marquee, move and duplicate the contents of a selection, use keyboard-mouse combinations that save time, deselect a selection, adjust the position of a selected area using arrow keys, add to and subtract from a selection, rotate a selection, use multiple selection tools to make a complex selection, and erase pixels within a selection. • Work with layers: organize artwork on layers, create new layers, view and hide layers, select layers, remove artwork from layers, rearrange layers to change the stacking order, apply blending modes to layers, link layers to work on them simultaneously, apply a gradient to a layer, flatten and save an image. • Retouch and repair images: Scan images, use the clone stamp tool to eliminate unwanted parts of an image, use the pattern stamp tool to replace part of an image, use the healing brush and patch tools to blend corrections, make corrections on a duplicate layer and adjust it for a natural look, use the history palette to backtrack, use layers to paint, adjust, add effects, and make color changes to specific portions of an image, and set the blending mode and opacity of a layer to adjust how overlapping colors and elements interact. • Paint and edit: use preset brushes and create and use custom brushes, and create and apply a pattern from different images to create frames. • Use pen tool techniques: use the pen tool to draw straight, curved and combined paths, save, fill and stroke paths, and convert paths to selections. • Use vector masks, paths and shapes: differentiate between bitmap and vector graphics, draw and edit layer shapes and paths, create complex layer shapes by combining or subtracting different shapes, combine vector paths to create shapes, and load and apply custom layer shapes. • Use advanced layer techniques: create clipping groups, layer sets, and adjustment layers, create knockout layers, import layers from other files, work with type layers, duplicate and clip layers, add layer styles, rasterize layers, and convert paths to masks. • Create special effects using guides, masks, selections, adjustment layers, filters and styles. • Prepare images for two-color printing: convert a color image to monochrome, adjust tonal range, sharpen an image, convert to grayscale, and add spot color. • Create links within an image using image slices, define image map areas, and generate an HTML page with sliced images. • Create rollover web visuals: divide one slice into equally spaced slices, group slices in a table, apply text styles, define rollover states, and generate an HTML page containing the sliced image. • Animate GIF images for the web: use the layers palette and animation palette to create animation sequences; create animations based on changes in position, layer visibility, and layer effects; and use the tween command to create smooth transitions.
Assessments	Production work

Unit Frameworks

Unit of Study: major topics	2. Adobe Illustrator	Resources that will support instruction Approved textbook Image files Internet
Illinois Learning Standards, Benchmarks, **National Standards Assessment Frameworks, or other standards that will be taught in this unit**	Illinois Learning Standards for English: 1.A.5a Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings 1.A.5b Analyze the meaning of abstract concepts and the effects of particular word and phrase choices. 1.B.5a Relate reading to prior knowledge and experience and make connections to related information. 1.B.5d Read age-appropriate material with fluency and accuracy. 1.C.5b Analyze and defend an interpretation of text. 1.C.5d Summarize and make generalizations from content and relate them to the purpose of the material. Illinois Learning Standards for Fine Arts: 26.A.3e Describe how the choices of tools/technologies and processes are used to create specific effects in the arts. 26.A.4e Analyze and evaluate how tools/technologies and processes combine to convey meaning. 25.A.5 Analyze and evaluate student and professional works for how aesthetic qualities are used to convey intent, expressive ideas and/or meaning. 26.B.3d Demonstrate knowledge and skills to create 2- and 3-dimensional works and time arts (e.g., film, animation, video) that are realistic, abstract, functional and decorative. 26.A.3e Visual Arts: Describe how the choices of tools/technologies and processes are used to create specific effects in the arts. 26.A.4e Visual Arts: Analyze and evaluate how tools/technologies and processes combine to convey meaning. 26.A.5 Analyze and evaluate how the choice of media, tools, technologies and processes support and influence the communication of ideas. 26.B.4d Demonstrate knowledge and skills that communicate clear and focused ideas based on planning, research and problem solving. 26.B.5 Create and perform a complex work of art using a variety of techniques, technologies and resources and independent decision making. 27.A.4b Analyze how the arts are used to inform and persuade through traditional and contemporary art forms. 27.B.5 Analyze how the arts shape and reflect ideas, issues or themes in a particular culture or historical period.

Objectives • **Conceptual** • **Factual** • **Procedural**	• Work with basic shapes: use tools and commands to create basic shapes, copy and combine objects to create new shapes, use selection tools to select and change parts of objects, paint and scale objects. • Paint with, create and edit colors: name and save colors, build a color palette, copy and paint attributes from object to another, adjust the saturation of a color, and paint with gradients, patterns, and brushes. • Draw with the pen tool: straight and curved lines, select and adjust curved segments, and edit curves by changing from straight to curved and vice versa. • Work with brushes: draw with each brush type, change brush color and adjust settings before and after applying the brushes, create new brushes from Illustrator artwork, and apply brushes to paths created with drawing tools. • Transform objects: select individual objects, groups of objects, and parts of an object; reflect, shear and distort; adjust the perspective; and repeat transformations. • Work with type: create type in containers and along paths, import text files into type containers, adjust type attributes, wrap text around graphics, create stylized letterforms with outlined type, and create type masks. • Blend shapes and colors: create and save gradients, add colors and adjust direction of gradients, create smooth color blends between objects, and blend shapes and modify blends. • Use Pathfinder to create shapes, combine and divide shapes, and blend colors. • Work with layers to create, rearrange, and lock layers, move objects between layers, paste layers from one file to another, and merge layers. • Create and edit watercolor and airbrush effects using a gradient mesh. • Draw three dimensional cylinders and boxes. • Print artwork and produce color separations. Understand different types of printing requirements and devices, printing concepts and terminology, basic color principles, separate color artwork into component colors, use spot colors for two color printing, and special considerations when outputting to print. • Combine Illustrator graphics and Photoshop images. • Prepare graphics for web publication.
Assessments	Production work

Unit Frameworks

Unit of Study: major topics	3. Adobe InDesign	Resources that will support instruction Approved textbook Image files Internet
Illinois Learning Standards, Benchmarks, **National Standards Assessment Frameworks, or other standards that will be taught in this unit**	Illinois Learning Standards for English: 1.A.5a Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings 1.A.5b Analyze the meaning of abstract concepts and the effects of particular word and phrase choices. 1.B.5a Relate reading to prior knowledge and experience and make connections to related information. 1.B.5d Read age-appropriate material with fluency and accuracy. 1.C.5b Analyze and defend an interpretation of text. 1.C.5d Summarize and make generalizations from content and relate them to the purpose of the material. Illinois Learning Standards for Fine Arts: 26.A.3e Describe how the choices of tools/technologies and processes are used to create specific effects in the arts. 26.A.4e Analyze and evaluate how tools/technologies and processes combine to convey meaning. 25.A.5 Analyze and evaluate student and professional works for how aesthetic qualities are used to convey intent, expressive ideas and/or meaning. 26.B.3d Demonstrate knowledge and skills to create 2- and 3-dimensional works and time arts (e.g., film, animation, video) that are realistic, abstract, functional and decorative. 26.A.3e Visual Arts: Describe how the choices of tools/technologies and processes are used to create specific effects in the arts. 26.A.4e Visual Arts: Analyze and evaluate how tools/technologies and processes combine to convey meaning. 26.A.5 Analyze and evaluate how the choice of media, tools, technologies and processes support and influence the communication of ideas. 26.B.4d Demonstrate knowledge and skills that communicate clear and focused ideas based on planning, research and problem solving. 26.B.5 Create and perform a complex work of art using a variety of techniques, technologies and resources and independent decision making. 27.A.4b Analyze how the arts are used to inform and persuade through traditional and contemporary art forms. 27.B.5 Analyze how the arts shape and reflect ideas, issues or themes in a particular culture or historical period.

| Objectives
• **Conceptual**
• **Factual**
• **Procedural** | • Create, edit and apply master pages, set document defaults, adjust pasteboard size and bleed areas, add sections to change page numbering, and add graphics and text to document pages.
• Use tools to modify frames, resize and reshape text and graphic frames, distinguish between bounding boxes and their frames, move a graphic within its frame, convert a graphics frame to a text frame, wrap text around an object, create and rotate a polygon frame, and center and scale an object within a frame.
• Enter text into text frames, flow text manually and automatically, load styles from another document and apply them, thread text, use semi-autoflow to place text frames, find and change text and formatting, find and change a missing font, check spelling and automatically correct misspelled words, and set type to follow a curved path.
• Prepare and use a baseline grid, change type spacing and appearance, create special characters, create a tabbed table with tab leaders and hanging indents, and insert special characters using OpenType fonts.
• Add colors to the swatches palette, apply colors to objects, create dashed strokes, create and apply a gradient swatch and change directions, create a tint and spot color, specify a color management engine, specify default source ICC profiles, assign ICC profiles, and embed ICC profiles.
• Create and apply object styles, character styles, and paragraph styles, and import and apply styles from other InDesign documents.
• Distinguish between vector and bitmap graphics, place layered Adobe PhotoShop and Illustrator graphics, import clipping paths with graphics and create clipping paths, manage placed files using the Links palette, use and create libraries, and import graphics using Adobe Bridge.
• Import formatted tables from other applications such as Word and Excel, format tables with alternating row colors, format cell and border strokes, apply colors to individual rows, delete and resize columns, set precise column dimensions, place single or multiple graphics within a cell, and format text in tables by columns and by rows.
• Colorize an imported black and white object, change the opacity of objects drawn in InDesign, apply blending and feathering to objects, adjust transparency settings for imported objects and text, and apply drop shadows to text and graphics.
• Join multiple InDesign documents into a book, specify page numbering across separate documents using a book, create a table of contents, assign a source document for defining styles, update book files after modifying documents, create index references, generate an index file and sort entries, and edit index references.
• Confirm that an InDesign file is ready for printing, generate a pdf file, assemble all necessary files for printing, print documents with spot colors, select appropriate print settings for fonts and graphics, and create a print preset to automate the printing process.
• Import and apply XML tags, map styles and tags, use the structure pane, import and export XML. |
| **Assessments** | Production work |