**Core Standards of the Course**

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**Standard 2**  
Students will apply basic desktop publishing design principles.

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**Objective 1**  
Students will develop an understanding of basic desktop publishing terminology (see [teacher helps vocabulary list](http://www.schools.utah.gov/ate/Skills/bus/248.htm)).

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**Objective 2**  
Students will understand that the focal point is the visual element that is the center of interest on the page or set of facing pages.

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**Objective 3**  
Students will use directional flow to draw the reader’s eyes through the text to particular words or images that the designer wishes to emphasize.

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**Objective 4**  
Students will understand how to use white space /negative space.

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**Objective 5**  
Students will understand the rule of thirds.

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**Objective 6**  
Students will understand how to use balance, contrast, repetition and proximity to create harmony within a publication.

**Standard 3**  
Students will demonstrate and understand basic typography. (see [teacher helps](http://www.schools.utah.gov/ate/Skills/bus/248.htm) for clarification)

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**Objective 1**  
Students will understand basic text alignment, including left, right, centered, and (full) justified.

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**Objective 2**  
Students will understand: baseline, x-height, ascender, descender and drop cap.

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**Objective 3**  
Students will recognize the difference between the two major categories of typefaces, including serif and sans serif.

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**Objective 4**  
Students will understand that fonts are grouped together in families and given a family name (i.e. Arial, Garamond).

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**Objective 5**  
Students will understand that when a style is applied to a font family it becomes a typeface.

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**Objective 6**  
Students will utilize the four basic categories of type styles, including normal, bold, italic, book, and heavy.

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**Objective 7**  
Students will understand points and picas.

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**Objective 8**  
Students will understand and utilize kerning, tracking, and leading.

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**Objective 9**  
Students will understand reverse type.

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**Objective 10**  
Students will understand how to use tabs and leaders.

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**Standard 4**  
Students will understand the proper use of color in publications.

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**Objective 1**  
Students will develop a basic understanding of the color wheel including complementary and analogous colors.

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**Objective 2**  
Students will understand that colors are used to communicate a mood or a message and that different colors are associated with different meanings.

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**Objective 3**  
Students will understand the difference between the two basic color modes CMYK and RGB.

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**Standard 5**  
Students will understand that images are used to enhance publications.

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**Objective 1**  
Students will insert and transform photos using cropping, resizing, flipping, rotating, skewing, and shadowing.

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**Objective 2**  
Students will create simple drawings to include shapes, fills, colors, strokes and lines.

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**Objective 3**  
Students will select and group objects.

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**Objective 4**  
Students will have a basic understanding of layering including text wrap, and opacity/watermarks.

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**Objective 5**  
Students will understand pixels as a unit of measurement for images and how to select high quality images.

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**Objective 6**  
Students will understand the differences between raster/bitmap and vector images.

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**Standard 6**  
Students will demonstrate an understanding of ethics related to the use of images and text.

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**Objective 1**  
Students will understand the difference between royalty free and copyrighted images and text.

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**Objective 2**  
Students will understand the process of obtaining and citing permission for copyrighted works.

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**Performance Objectives:**

* Students will create a document utilizing the basic design principles listed in Standard 2.
* Students will create a document demonstrating knowledge of typography listed in Standard 3.
* Students will create a document utilizing color, as listed in Standard 4.
* Students will create a document incorporating images, as listed in Standard 5.

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