

Desktop Publishing 35S

Course Outline 2007-08
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Room 34/20

This course focuses primarily on the creation of our school's yearbook. In order to become effective editors and producers of printed publications students will become proficient in proofreading, writing, photography, page layout, planning, meeting deadlines, marketing and advertising. Students will work as part of a team to produce the yearbook and individually to create error-free, ready-to-print documents. The creation of the yearbook will be done on the computer through Friesen's software.

Topics to be Studied in Desktop Publishing:

- Yearbook creation: theme, cover design, sections, page layouts, deadlines, editing
- Advertising and Marketing: selling full-page, half-page, quarter-page, eighth-page advertisements to local businesses, fundraising activities for yearbook
- Account and Administration: recording all monies collected and paid out, itemizing list of advertisers and sponsors, distribution of yearbook, itemizing students appearances in yearbook.
- Proofreading skills: revising and editing using proofreaders' symbols
- Writing skills: preparing grammatically correct, creative writing pieces such as articles, thank you/solicitation letters to advertisers and sponsors, posters, brochures
- Photography Skills: practice photography skills such as composition and lighting
- Computer Skills: utilize software programs to complete above objectives
- Desktop Publishing Skills: create eye-catching advertisements, brochures, flyers using Publisher and Photoshop Elements

Evaluation:

Evaluation will be based on students' daily work, attitude and effort. Each class, students will be afforded the opportunity to earn 5 marks. These marks will be the basis for the report card mark awarded to each student. (See attached Evaluation Rubric)

Expectations:

- Be on time!
- Expected to come to every class prepared and ready to work!
- Class time is used to work on ***course related assignments*** and projects only – other computer work is to be completed on your own time.
- The computers are here for you to use; however, if you are conducting actions, which are not allowed, the privilege of computer use may be suspended or terminated. (See the Computer Use Policy for full details)

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Evaluation Rubric

A. Attendance/Punctuality	
80%-100%	10
Less than 80%	7
B. Attitude	
Excellent (willingly performs tasks assigned, and looks for more!)	10
Average (does what is told)	7
Needs Improvement (off task, needs constant reminders)	4
C. Photography Assignment Responsibility	
Excellent (attends and photographs events as assigned and more!)	10
Average (attends and photographs assigned events)	7
Needs Improvement (needs reminders, does not attend events)	4
D. Advertising Duties	
Excellent (willing sells ads, uses free time and school time)	10
Average (sells only during school time)	7
Needs Improvement (off task, no selling)	4
E. Desktop Publishing Assignments	
Completed and submitted on time – graded by teacher according to criteria and rubric	
F. Daily Work	
Excellent (on task, helpful, positive attitude, equipment, on time)	5
Average (on task, does what is told)	3
Needs Improvement (off task, needs too many reminders)	0
TOTAL	
Rubric (A to E above)	50%
Daily Work (F above)	50%

Please note:

Marks will be assigned along these guidelines. Students will receive a copy of this rubric for each reporting period. A student can earn marks between the marks indicated on this rubric. Example: A mark of 8 or 9 can and will be earned by many students.