Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Digital Design (New)
Program Type: Job Preparatory
Occupational Area: Business Technology Education
Components: Core and Five Occupational Completion Points

	Secondary	PSAV
Program Number:	**8209600**	**B070600**
CIP Number:	0507.080106	0507.080106
Grade Level:	9-12, 30, 31	30, 31
Standard Length:	8 credits	1200 hours

Certification:				
	BUS ED	@4 1 @2	BUS ED	@4 1 @2
	VOE	@7	VOE	@7
	TEACH CBE	@7	TEACH CBE	@7
	BUS DP	@7 G	BUS DP	@7 G
	ELECT DP	@7 G	ELECT DP	@7 G
	CLERICAL	@7 G	CLERICAL	@7 G
	SECRETAR	@7 G	SECRETAR	@7 G
	STENOG	@4 @7 G	STENOG	@4 @7 G
	TEC ELEC	$7 G	TEC ELEC	$7 G

[OCP C, D, and E Only]
Additional certifi-
cation accepted: COMP SCI   @6 @2   COMP SCI   @6 @2
                                              COMM ART   @7

CTSO:	FBLA	Phi Beta Lambda
	BPA	BPA
Coop Method:	Yes	Yes
Apprenticeship:	No	No
Facility Code:	212	212
Basic Skills:		
Math		9
Language		9
Reading		9

I.   **PURPOSE**: This program is designed to prepare students for employment as a General Office Clerk, Assistant Digital Production Designer, Digital Production Designer, Media Designer, and Graphic Designer.
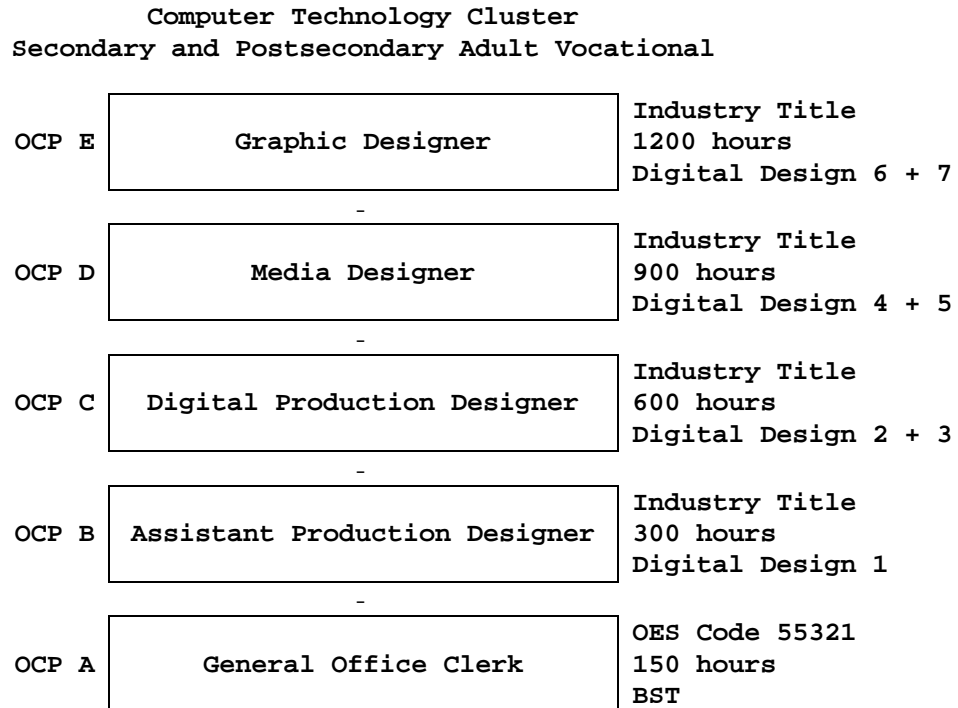
   This program offers a broad foundation of knowledge and skills to prepare students for employment in digital publishing positions. The content includes enhanced practical experiences in computer generated art and text, graphic design, graphic production, electronic design skills, preparation of electronic layouts and illustrations, and electronic scanning; and development of specialized skills in multimedia presentations to include producing compact disks featuring a company's service, product, catalog, individual resume, or other visual advertising and/or communication.

   This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the digital publishing industry: planning; management; finance; technical and production skills; underlying principles of technology; labor issues; community issues; and health, safety, and environmental issues.

II. **PROGRAM STRUCTURE**: This program is a planned sequence of instruction consisting of the Business Technology Education Core (Business Systems

and Technology 1 - name changing to Business Systems and Technology, 2002-03) and four additional occupational completion points. Secondary or postsecondary students who have previously completed the Business Technology Education Core will not have to repeat the core. A student who completes the applicable competencies at any occupational completion point may either continue with the training program or exit as an occupational completer.

The following diagram illustrates the Digital Publishing program structure:

Computer Technology Cluster
Secondary and Postsecondary Adult Vocational

OCP E	Graphic Designer	**Industry Title** **1200 hours** **Digital Design 6 + 7**
	-	
OCP D	Media Designer	**Industry Title** **900 hours** **Digital Design 4 + 5**
	-	
OCP C	Digital Production Designer	**Industry Title** **600 hours** **Digital Design 2 + 3**
	-	
OCP B	Assistant Production Designer	**Industry Title** **300 hours** **Digital Design 1**
	-	
OCP A	General Office Clerk	**OES Code 55321** **150 hours** **BST**

When offered at the secondary level, this program consists of the following courses which include the Business Technology Education Core:

        Business Technology Education Core
        8209020 - Business Systems and Technology 1 (Business Systems and
                    Technology)

        8209510 - Digital Publishing 1 (Digital Design 1)
        8209520 - Digital Publishing 2 (Digital Design 2)
        8209530 - Digital Publishing 3 (Digital Design 3)
        8209540 - Digital Publishing 4 (Digital Design 4)
        8209550 - Digital Publishing 5 (Digital Design 5)
        8209560 - Digital Publishing 6 (Digital Design 6)
        8209570 - Digital Design 7

   III.   **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program and include the use of keyboarding systems; computer systems; and electronic equipment for storage, scanning, retrieval, presentation, CD recording, video, and printing purposes.

   IV.   **SPECIAL NOTES:** Future Business Leaders of America (Secondary), Phi Beta Lambda (Postsecondary), and Business Professionals of America are the appropriate Career and Technical Student Organizations (CTSO) for

providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065, FAC.

Cooperative training - OJT is appropriate for this program. Whenever cooperative training - OJT is offered, the following are required for each student: a training plan, signed by the student, teacher, and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a workstation that reflects equipment, skills, and tasks that are relevant to the occupation which the student has chosen as a career goal. The student must receive compensation for work performed.

In accordance with Rule 6A-10.040, FAC., the minimum basic skills grade levels required for postsecondary adult vocational students is: Mathematics 9.0, Language 9.0, Reading 9.0. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

This program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F.S.

The standard length of this program is 1200 hours.

To be transferable statewide between institutions, this program must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards which the student must master to earn credit must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired postschool outcome statement on the Transition Individual Educational Plan (Transition IEP).

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate the methods to improve students' personal qualities and high-order thinking skills.

Equipment List: A generic equipment list is available for this program.

V.   **INTENDED OUTCOMES:** After completing the following competencies, the student will be able to:

OCCUPATIONAL COMPLETION POINT - DATA CODE A

01.0   Demonstrate knowledge, skill, and application of information systems to accomplish job objectives and enhance workplace

performance. Apply ergonomic principles applicable to the configuration of computer workstations. [Student Performance Standards: 01.01, 01.02, 01.03, 01.04, 01.05, 01.06, 01.07, 01.08.]

02.0   Use technology to enhance communications in technical reading, writing, speaking, listening, and viewing. [Student Performance Standards: 02.01, 02.02, 02.03, 02.04, 02.05.]

03.0   Use technology to apply and enhance communication skills in technical reading, writing. [Student Performance Standards: 03.01, 03.02, 03.03, 03.04, 03.05, 03.06.]

04.0   Develop an awareness of management functions and organizational structures as they relate to today's workplace and employer/employee roles. Demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member. [Student Performance Standards: 04.01, 04.02, 04.03.]

05.0   Practice quality performance in the learning environment and the workplace. [Student Performance Standards: 05.01, 05.02.]

06.0   Incorporate appropriate leadership and supervision techniques, customer service strategies, and standards of personal ethics to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 06.01, 06.02, 06.03.]

07.0   Apply mathematical operations and processes as well as financial planning strategies to commonly occurring situations in the workplace to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 07.01, 07.02, 07.03.]

08.0   Assess personal strengths and weaknesses as they relate to job objectives, career exploration, personal development, and life goals. [Student Performance Standards: 08.01, 08.02, 08.03.]

09.0   Incorporate knowledge gained from individual assessment and job/career exploration to design an individual career plan that reflects the transition from school to work, lifelong learning, and personal and professional goals. Experience work-based learning through job shadowing, mentoring, e-coaching, etc. [Student Performance Standards: 09001,09.02, 09.03, 09.04, 09.05, 09.06, 09.07, 09.08, 09.09.]

10.0   Demonstrate personal and interpersonal skills appropriate for the workplace. [Student Performance Standards: [10.01, 10.02, 10.03.]

11.0   Perform office functions and responsibilities to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 11.01, 11.02, 11.03.]

OCCUPATIONAL COMPLETION POINT - DATA CODE B
    ASSISTANT DIGITAL PRODUCTION DESIGNER - Industry Title

    Intended outcomes of OCP A must be completed previously or concurrently. After completing the following additional competencies, the student will have achieved the occupational completion point of Desktop Publisher and the student will be able to:

20.0   Participate in work-based learning experiences. [Student Performance Standards: 20.37, 20.38.]

48.0   Demonstrate proficiency in computer skills. [Student Performance Standards: 48.01, 48.02, 48.03, 48.04, 48.05.]

49.0   Demonstrate knowledge of digital publishing concepts. [Student Performance Standards: 49.01, 49.02, 49.03, 49.04, 49.05. 49.06.]

50.0   Perform decision-making activities. [Student Performance Standards: 50.01, 50.02, 50.03, 50.04, 50.05. 50.06, 50.08 50.10.]

51.0   Perform layout, design, and measurement activities. [Student
        Performance Standards: 51.01, 51.02, 51.03, 51.04, 51.05.]
52.0   Demonstrate proficiency in digital publishing operations. [Student
        Performance Standards: 52.01, 52.02, 52.03, 52.04, 52.05. 52.06,
        52.07, 52.08, 52.09, 52.10, 52.13, 52.19.]
53.0   Demonstrate proficiency in digital imaging. [Student Performance
        Standards: 53.01, 53.02, 53.03, 53.07.]

OCCUPATIONAL COMPLETION POINT – DATA CODE C
        DIGITAL PRODUCTION DESIGNER – Industry Title

        Intended outcomes of OCP A, and OCP B must be completed previously.
        After completing the following additional competencies, the student will
        have achieved the occupational completion point of Computer Graphics
        Designer and the student will be able to:

11.0   Incorporate knowledge gained from individual assessment and
        job/career exploration to design an individual career plan that
        reflects the transition from school to work, lifelong learning,
        and personal and professional goals. [Student Performance
        Standard: 11.10, 11.12.]

20.0   Participate in work-based learning experiences. [Student
        Performance Standards: 20.37, 20.38, 20.39.]
48.0   Demonstrate proficiency in computer skills. [Student Performance
        Standard: 48.06, 48.07, 48.08,48.09.]
50.0   Perform decision-making activities. [Student Performance
        Standards: 50.07, 50.08, 50.09, 50.10. 50.11.]
52.0   Demonstrate proficiency in digital publishing operations. [Student
        Performance Standards: 52.06, 52.07, 52.28. 52.29, 52.12, 52.13.
        52.14, 52.15.]
53.0   Demonstrate proficiency in digital imaging. [Student Performance
        Standards: 53.04, 53.05, 53.06, 53.08, 53.09,53.10, 53.11.]

OCCUPATIONAL COMPLETION POINT – DATA CODE D
        MEDIA DESIGNER – Industry Title

        Intended outcomes of OCP A, OCP B, and OCP C must be completed
        previously. After completing the following additional competencies, the
        student will have achieved the occupational completion point of media
        Designer and the student will be able to:

20.0   Participate in work-based learning experiences. [Student
        Performance Standards: 20.37, 20.39, 20.40.]
48.0   Demonstrate proficiency in computer skills. [Student Performance
        Standards: 48.11.]
52.0   Demonstrate proficiency in digital publishing operations. [Student
        Performance Standards: 52.20, 52.21, 52.22.]
53.0   Demonstrate proficiency in digital imaging. [Student Performance
        Standards: 53.14, 53.16, 53.17.]
54.0   Demonstrate proficiency in multimedia presentation. [Student
Performance Standards: 54.01, 54.02, 54.04, 54.06, 54.07, 54.08, 54.09,
54.13, 54.14, 54.33.]

OCCUPATIONAL COMPLETION POINT – DATA CODE E
        GRAPHIC DESIGNER – Industry Title

        Intended outcomes of OCP A, OCP B, C, and OCP D must be completed
        previously. After completing the following additional competencies, the

student will have achieved the occupational completion point of Graphica Designer and the student will be able to:

JOB READINESS AND CAREER DEVELOPMENT

11.0 Incorporate knowledge gained from individual assessment and job/career exploration to design an individual career plan that reflects the transition from school to work, lifelong learning, and personal and professional goals. [Student Performance Standards: 11.09, 11.11, 11.12.]

WORK-BASED LEARNING

20.0 Participate in work-based learning experiences. {Student Performance Standards: 20.37, 20.39, 20.40.]

DIGITAL PUBLISHING

52.0 Demonstrate proficiency in digital publishing operations. [Student Performance Standards: 52.16, 52.17, 52.18, 52.23, 53.24, 52.26, 52.27.]
53.0 Demonstrate proficiency in digital imaging. [Student Performance Standards: 53.12, 53.13.]
55.0 Contact and negotiate cost of final output through service bureau or offset printer.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: **Digital Design**
Secondary Number: **8209600**
Postsecondary Number: **B070600**

OCCUPATIONAL COMPLETION POINT - DATA CODE A
GENERAL OFFICE CLERK - OES 55321

INFORMATION SYSTEMS

01.0 DEMONSTRATE KNOWLEDGE, SKILL, AND APPLICATION OF INFORMATION SYSTEMS TO
      ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE. APPLY
      ERGONOMIC PRINCIPLES APPLICABLE TO THE CONFIGURATION OF COMPUTER
      WORKSTATIONS.-The student will be able to:

      01.01 Develop keyboarding skills to enter and manipulate text and data.
            LA.B.1.4.3
      01.02 Describe and use current and emerging computer technology and
            software to perform personal and business related tasks.
            LA.B.2.4.4
      01.03 Identify and describe communications and networking systems used
            in workplace environments.
      01.04 Use reference materials such as on-line help, vendor bulletin
            boards, tutorials, and manuals available for application software.
            LA.B.2.4.4, LA.A.2.4.6
      01.05 Demonstrate basic file management skills. LA.A.2.4.2, LA.B.2.4.4,
            LA.B.2.4.6
      01.06 Troubleshoot problems with computer software, hardware,
            peripherals, and other office equipment. LA.D.2.4.4
      01.07 Describe ethical issues and problems associated with computers and
            information systems.
      01.08 Apply ergonomic principles applicable to the configuration of
            computer workstations.

WORKPLACE COMMUNICATIONS

02.0 USE TECHONOLOGY TO APPLY AND ENHANCE COMMUNICATION SKILLS IN TECHNICAL
      READING, WRITING, SPEAKING, LISTENING, AND VIEWING—The student will be
      able to:

      02.01 Select and use appropriate modes of communication for specific job
            and work situations. LA.B.2.4.4
      02.02 Organize ideas and communicate oral and written messages
            appropriate to listeners and situations in workplace and business
            environments. LA.B.2.4.2

      02.03 Use listening, speaking, and nonverbal skills and strategies to
            communicate effectively with supervisors, co-workers, and
            customers. LA.C.1.4.1, LA.C.3.4.1, HE.B.3.4.1
      02.04 Select and use standard written business communication formats.
            LA.B.1.4.1, LA.B.1.4.3
      02.05 Use professional business vocabulary appropriate for entry-level
            jobs in business environments. LA.A.1.4.3

03.0 USE TECHNOLOGY TO APPLY AND ENHANCE COMMUNICATION SKILLS IN TECHNICAL READING, WRITING —The student will be able to:

03.01 Select and use word processing software and accompanying features to enhance written business communications. LA.B.1.4.1
03.02 Use the writing process to create/edit business documents appropriate to the subject matter, purpose, and audience. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3
03.03 Use database, spreadsheet, presentation software, scheduling, and integrated software packages to enhance communications. LA.B.2.4.1, LA.B.2.4.2
03.04 Explore and demonstrate effective and efficient use of telecommunications systems including telephone techniques for handling incoming and placing outgoing business calls. LA.B.1.4.3
03.05 Use computer networks (e.g., Internet, on-line databases, e-mail) to facilitate collaborative or individual learning and communication.
03.06 Respond to and utilize information derived from multiple sources (e.g., written documents, instructions, e-mail, voice mail) to solve business problems and complete business tasks.

MANAGEMENT

04.0 DEVELOP AN AWARENESS OF MANAGEMENT FUNCTIONS AND ORGANIZATIONAL STRUCTURES AS THEY RELATE TO TODAY'S WORKPLACE AND EMPLOYER/EMPLOYEE ROLES. DEMONSTRATE INITIATIVE, COURTESY, LOYALTY, HONESTY, COOPERATION AND PUNCTUALITY AS A TEAM MEMBER—The student will be able to:

04.01 Explore, design, implement, and evaluate organizational structures and cultures for managing project teams.

04.02 Explore and demonstrate an awareness of current trends in business and the employee's role in maintaining productive business environments in today's global workplace.

04.03 Collaborate with individuals and teams to complete tasks and solve business-related problems and demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member.

CURRENT TRENDS/ISSUES IN THE WORKPLACE

05.0 PRACTICE QUALITY PERFORMANCE IN THE LEARNING ENVIRONMENT AND THE WORKPLACE—The student will be able to:

05.01 Assess personal, peer, and group performance and identify and implement strategies for improvement (e.g., organizational skills, note taking/outlining, advance organizers, reasoning skills, problem-solving and decision-making skills).
05.02 Develop criteria for assessing products and processes that incorporate effective business practices (e.g., time management, productivity, total quality management).

MANAGEMENT

06.0 INCORPORATE APPROPRIATE LEADERSHIP AND SUPERVISION TECHNIQUES, CUSTOMER SERVICE STRATEGIES, AND STANDARDS OF PERSONAL ETHICS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

06.01 Demonstrate an awareness of quality service and the personal and professional standards required to establish an effective service-based culture in the workplace, business, or learning environment.

06.02 Identify, analyze, and implement managerial skills necessary for maintaining a high quality work environment, goals, and strategic planning in business settings.

06.03 Follow accepted rules, regulations, policies, procedures, processes, and workplace safety.

COMPUTATION AND FINANCE

07.0 <u>APPLY MATHEMATICAL OPERATIONS AND PROCESSES AS WELL AS FINANCIAL PLANNING STRATEGIES TO COMMONLY OCCURRING SITUATIONS IN THE WORKPLACE AND TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE</u>—The student will be able to:

07.01 Analyze, interpret, compile and demonstrate the ability to present/communicate data in understandable and measurable terms using common statistical procedures. MA.E.1.4.1, MA.E.A.4.2

07.02 Use common standards of measurement including the metric system in solving work-related or business problems (e.g., length, weight, currency, time). MA.B.3.4.1

07.03 Select and use the correct mathematical processes and tools to solve complex problem settings that are typical of business settings and use formulas when appropriate. MA.A.3.4.3

JOB READINESS AND CAREER DEVELOPMENT

08.0 <u>ASSESS PERSONAL STRENGTHS AND WEAKNESSES AS THEY RELATE TO JOB OBJECTIVES, CAREER EXPLORATION</u>, <u>PERSONAL DEVELOPMENT, AND LIFE GOALS</u>—The student will be able to:

08.01 Assess, analyze and reassess individual talents, aptitudes, interests, and personal characteristics as they relate to potential future careers in business environments.

08.02 Use personal assessment tools to identify personal strengths and weaknesses related to learning and work environments.

08.03 Analyze job and career requirements and relate career interests to opportunities in the global economy.

09.0 <u>INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND PROFESSIONAL GOALS. EXPERIENCE WORK-BASED LEARNING THROUGH JOB SHADOWING, MENTORING, E-COACHING, ETC</u>. —The student will be able to:

09.01 Analyze personal skills and aptitudes in comparison with various business related job and career options.

09.02 Use career resources to develop an information base that reflects local and global business related occupations and opportunities for continuing education and workplace experience.

09.03 Demonstrate job-seeking skills required for entry-level employment (e.g., resume, application, interview, follow up). LA.C.3.4.4

09.04 Design, initiate, refine, and implement a plan to facilitate personal growth and skill development related to anticipated job requirements and career expectations.

09.06 Demonstrate an awareness of specific job requirements and career paths (e.g., requirements, characteristics needed) in business environments.

09.07 Demonstrate an awareness of the potential impact of local and
        global trends on career plans and life goals.
09.08 Experience work-based learning through volunteerism, job
        shadowing, mentoring, e-coaching, etc.

HUMAN RELATIONS/INTERPERSONAL SKILLS

10.0   DEMONSTRATE PERSONAL AND INTERPERSONAL SKILLS APPROPRIATE FOR THE
        WORKPLACE—The student will be able to:

10.01 Accept constructive criticism. SS.B.1.4.5
10.02 Apply appropriate strategies to manage and resolve conflict in
        work situations. LA.D.1.4.2, SS.B.1.4.5, HE.B.3.4.5

10.03 Demonstrate personal and interpersonal skills appropriate for the
        workplace (e.g., responsibility, dependability, punctuality,
        integrity, positive attitude, initiative, and respect for self and
        others, professional dress, etc.).

ADMINISTRATIVE OFFICE PROCEDURES

11.0   PERFORM OFFICE FUNCTIONS AND RESPONSIBILITIES TO ACCOMPLISH JOB
        OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able
        to:

11.01 Perform business tasks (e.g., filing and records management,
        scheduling, reprographics, mail handling, etc.). LA.A.2.4.4,
        LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.2
11.02 Demonstrate knowledge of ethical behavior in a business
        environment (e.g., confidentiality of information, employee right
        to know, hiring practices, plagiarism, copyright violations,
        sexual harassment, mission statement, code of ethics, etc.).

OCCUPATIONAL COMPLETION POINT - DATA CODE B
        ASSISTANT DIGITAL PRODUCTION DESIGNER - Industry Title

        Intended outcomes of OCP A must be completed previously or concurrently.

WORK-BASED LEARNING

20.0   PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able
        to:

20.37 Participate in work-based learning experiences in a digital
        publishing environment. TH.E.1.3.3, VA.E.1.4.2
20.38 Discuss the use of technology in a digital publishing environment.
        LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4

DIGITAL PUBLISHING

48.0   DEMONSTRATE PROFICIENCY IN COMPUTER SKILLS—The student will be able to:

48.01 Identify all computer parts (e.g., RAM, ROM). LA.A.1.4.3
48.02 Demonstrate an understanding of all functions of a computer.
        LA.A.1.4.3, LA.D.2.4.4
48.03 Utilize appropriate font management techniques (e.g., TrueType,
        postscript, install and remove fonts). LA.B.2.4.4., LA.A.2.4.6,
        LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2,
        LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5,
        SS.B.1.4.5, VA.B.1.3.4

48.04 Perform storage management (e.g., hard drive, floppy disk).
     LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2,
     LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3,
     HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
48.05 Perform maintenance of computers and peripherals. LA.B.2.4.4.,
     LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1,
     LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4,
     HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4

49.0   DEMONSTRATE KNOWLEDGE OF DIGITAL PUBLISHING CONCEPTS—The student will be
       able to:

49.01 Identify the skills needed by a digital publisher. MA.D.1.4.1,
     MA.D.1.4.2, VA.E.1.4.2
49.02 Define commonly used terms in graphic communications. LA.A.1.4.3,
     FL.C.2.4.5, VA.E.1.4.2, MA.D.1.4.1, MA.D.1.4.2
49.03 Identify characteristics of paper.
49.04 Identify different kinds of color (e.g., spot, process).
49.05 Identify software used in digital publishing. LA.B.2.4.4
49.06 Demonstrate knowledge of copyright laws. MA.D.1.4.1, MA.D.1.4.2,
     VA.E.1.4.2

50.0   PERFORM DECISION-MAKING ACTIVITIES—The student will be able to:

50.01 Determine work priorities. LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8,
     LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3,
     LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5,
     VA.B.1.3.4
50.02 Evaluate and select appropriate software packages to complete
     assigned tasks. LA.C.2.3.4, MA.B.1.4.3, LA.B.1.4.3, MA.D.1.4.1
     LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2,
     LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3,
     HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
50.03 Evaluate information to be used and choose relevant material.
     LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2,
     LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3,
     HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
50.04 Determine the audience. LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8,
     LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3,
     LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5,
     VA.B.1.3.4
50.05 Demonstrate an understanding of various advertising mediums.
     LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2,
     LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3,
     HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
50.06 Recognize and maintain ethical standards. LA.B.2.4.4, LA.A.2.4.6,
     LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2,
     LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5,
     SS.B.1.4.5, VA.B.1.3.4
50.08 Present and defend design projects.
50.10 Determine project specifications.

51.0   PERFORM LAYOUT, DESIGN, AND MEASUREMENT ACTIVITIES—The student will be
       able to:

51.01 Identify characteristics of type, type families, type series, and
     type styles. LA.A.1.4.3, MA.D.1.4.1
51.02 Paste up mechanical elements electronically. LA.B.1.4.3,
     MA.D.1.4.1, LA.C.3.4.3, LA.C.2.3.4, MA.B.1.4.3, VA.A.1.4.3,

LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1,
LA.B.2.4.2, LA.D.2.3.4, LA.B.2.4.1
51.03 Prepare rough layout designs. TH.E.1.3.3, VA.E.1.4.2
51.04 Copycat and markup using type sizes and styles. NA.D.1.4.1,
LA.B.1.2.3, LA.C.3.4.3, LA.C.2.3.4, MA.B.1.4.3, VA.A.1.4.3,
LA.B.1.4.3, MA.D.1.4.1
51.05 Identify elements of design.

52.0 <u>DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS</u>—The student
will be able to:

52.01 Key with speed and accuracy to meet industry standards.
LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2,
LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3,
HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
52.02 Produce designs integrating all elements of design. LA.B.2.4.4,
LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1,
LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4,
HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
52.03 Complete projects using a variety of fonts, sizes, leading, and
alignments. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5,
LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4,
HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
52.04 Produce electronic illustrations using digital publishing
software. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5,
LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4,
HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
52.05 Output projects using a variety of devices (e.g., printers,
imagesetters). LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5,
LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.C.3.4.3,
LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5,
VA.B.1.3.4
52.06 Produce multiple projects using a variety of digital publishing
software.
52.07 Produce multiple color designs using different color
techniques including color process and spot color.

52.08 Design with type using kerning, tracking, horizonal/vertical
scale, baseline shift, etc.
52.09 produce projects using table and indents.
52.10 Prepare output files using pre-press preparations (e.g., color
separation, font management, file management, use of postscript
fonts, etc.).
52.13 Read work orders and prepare electronic files that meet all
specifications.
52.19 Design logos using type. LA.B.2.4.4

53.0 <u>DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING</u>—The student will be able to:

53.01 Demonstrate proper use of a scanner/slide scanner. LA.B.1.2.3,
MA.D.1.4.1, LA.A.1.4.3, LA.D.2.4.4, LA.B.1.4.3, MA.A.1.4.4
53.02 Crop and scale photographs and line art electronically.
LA.B.1.4.3, LA.D.2.4.4, MA.A.1.4.4
53.03 Demonstrate an understanding of formats and modes (e.g., EPS,
TIFF, PICT, JPEG, ASCII, binary). LA.B.1.4.3, LA.D.2.4.4,
MA.A.1.4.4
53.07 Produce projects using a digital camera. VA.A.1.4.2, VA.A.1.4.4

OCCUPATIONAL COMPLETION POINT - DATA CODE C

DIGITAL PRODUCTION DESIGNER - INDUSTRY TITLE

Intended outcomes of OCP A, and OCP B must be completed previously.

JOB READINESS AND CAREER DEVELOPMENT

11.0   INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND PROFESSIONAL GOALS—The student will be able to:

   11.10 Prepare a portfolio. VA.A.1.4.2, VA.E.1.4.2,
   11.12 Present a portfolio to an audience. VA.E.1.4.3

WORK-BASED LEARNING

20.0   PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

   20.37 Participate in work-based learning experiences in a digital publishing environment. MA.D.2.4.1, TH.E.1.3.3, VA.E.1.4.2
   20.38 Discuss the use of technology in a digital publishing environment. LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.D.2.4.4
   20.39 Compare and contrast the software applications used in a digital publishing environment. LA.D.2.4.4, SS.B.4.1

DIGITAL PUBLISHING

48.0   DEMONSTRATE PROFICIENCY IN COMPUTER SKILLS—The student will be able to:

   48.06 Perform computer management skills (e.g., install and remove software). LA.B.2.3.4
   48.07 Perform storage management activities using a variety of devices (e.g., opticals, CD ROM, panels, monitors, modems, zip drives, jazz drives). LA.B.2.4.4, MA.B.2.4.2
   48.08 Complete disk utilities and virus protection activities. LA.B.2.4.4
   48.09 Update existing software to new versions. LA.D.2.4.4

50.0   PERFORM DECISION-MAKING ACTIVITIES—The student will be able to:

   50.07 Compare and select appropriate multimedia tools. LA.A.2.3.6, LA.D.2.3.5, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4
   50.08 Present and defend design projects. LA.D.2.4.4, SS.B.2.4.1, SS.B.2.4.2, VA.A.1.4.4, VA.A.1.4.2, VA.B.1.4.2
   50.09 Determine project budgets.
   50.10 Determine project specifications. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3
   50.11 Determine when to use a service bureau or a print shop.

52.0   DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS—The student will be able to:

   52.06 Produce multiple projects using a variety of digital publishing software. LA.B.2.4.4
   52.07 Produce multiple color designs using different color techniques including color process and spot color. LA.B.2.4.4

52.10 Prepare output files using pre-press preparations (e.g., color separation, font management, file management, use of postscript fonts, etc.)

52.11 Read work orders and prepare electronic files that meet all specifications.

52.28 Produce a variety of designs using layout/paste-up software. LA.D.2.4.4

52.29 Produce documents integrating all elements of design using balance and continuity. MA.C.2.4.1

52.12 Design a document using grids and formats. MA.B.1.4.3

52.13 Produce projects using illustration. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3

52.14 Produce camera-ready projects.

52.15 Perform integrated functions using various software applications. MA.A.1.4.4

53.0 <u>DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING</u>—The student will be able to:

53.04 Demonstrate use of image editing software.

53.05 Complete projects using proper resolution and screen values (e.g., PPI, LPI, DPI). MA.A.1.4.4

53.06 Produce electronically retouched photographs. VA.A.1.4.2, VA.D.1.4.3

53.08 Scan multiple documents. LA.B.2.4.7, LA.B.2.4.8

53.09 Proofread electronically and manually. LA.B.1.4.3

53.10 Crop and scale photographs and line art electronically using a scanner. LA.D.2.4.4

53.11 Apply the use of proper resolution and screen values (e.g., PPI, LPI, DPI in documents). MA.A.1.4.4

OCCUPATIONAL COMPLETION POINT - DATA CODE D
MEDIA DESIGNER - Industry Title

Intended outcomes of OCP A, OCP B, and OCP C must be completed previously.

WORK-BASED LEARNING

<u>PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES</u>—The student will be able to:

20.37 Participate in work-based learning experiences in a digital publishing environment. MA.D.2.4.1, TH.E.1.3.3, VA.E.1.4.2

20.39 Compare and contrast the software applications used in a digital publishing environment. LA.D.2.4.4, SS.B.1.4.1

20.40 Discuss the management/supervisory skills needed in a digital publishing environment. LA.B.2.3.4

DIGITAL PUBLISHING

48.0 <u>DEMONSTRATE PROFICIENCY IN COMPUTER SKILLS</u>—The student will be able to:

48.11 Demonstrate all the functions of presentation format. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3

52.0 <u>DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS</u>—The student will be able to:

52.20 Produce a variety of designs integrating multimedia software. LA.B.1.4.3, MA.B.1.4.3, MA.D.1.4.1, VA.A.1.4.3

52.21 Produce multiple color designs using proper color balance for presentation. LA.B.1.4.3, MA.B.1.4.3, MA.D.1.4.1, VA.A.1.4.3
52.22 Create electronic presentations. LA.B.1.4.3, MA.B.1.4.3, MA.D.1.4.1, VA.A.1.4.3

53.0 <u>DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING</u>—The student will be able to:

53.14 Apply special effects to image files. LA.D.2.4.4
53.16 Emphasize, interpret, and establish mood and emotion using illustrations. LA.D.2.4.3
53.17 Apply special effects to projects. LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4,

54.0 <u>DEMONSTRATE PROFICIENCY IN MULTIMEDIA PRESENTATION</u>—The student will be able to:

54.01 Select appropriate fonts for on-screen presentation. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1
54.02 Generate presentations with fully integrated text and images. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1
54.04 Create PDF files. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.B.1.4.1, LA.B.1.4.2, VA.A.1.4.1, VA.A.1.4.2, VA.A.1.4.3, VA.A.1.4.4
54.06 Create links. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1
54.07 Optimize images for the Web (e.g., file size, transmission time). LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.B.1.4.1, LA.B.1.4.2, VA.A.1.4.1, VA.A.1.4.2, VA.A.1.4.3, VA.A.1.4.4
54.08 Build pages for media presentations and standards. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.B.1.4.1, LA.B.1.4.2, VA.A.1.4.1, VA.A.1.4.2, VA.A.1.4.3, VA.A.1.4.4
54.09 Link media elements into Web-delivered documents. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.B.1.4.1, LA.B.1.4.2, VA.A.1.4.1, VA.A.1.4.2, VA.A.1.4.3, VA.A.1.4.4
54.13 Create desktop presentations. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1
54.14 Create buttons. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1
54.33 Create presentations using color effects.

OCCUPATIONAL COMPLETION POINT - DATA CODE E
GRAPHIC DESIGNER - Industry Title

JOB READINESS AND CAREER DEVELOPMENT

11.0 <u>INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND PROFESSIONAL GOALS</u>—The student will be able to:

11.09 Create an electronic resume. LA.B.2.4.4

11.11 Create an electronic portfolio. VA.A.1.4.2, VA.E.1.4.2
11.12 Present a portfolio to an audience. VA.E.1.4.3

WORK-BASED LEARNING

20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

20.37 Participate in work-based learning experiences in a digital publishing environment. MA.D.2.4.1, TH.E.1.3.3, VA.E.1.4.2
20.39 Compare and contrast the software applications used in a digital publishing environment. LA.D.2.4.4, SS.B.1.4.1
20.40 Discuss the management/supervisory skills needed in a digital design environment. LA.B.2.3.4

DIGITAL DESIGN

52.0 DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS—The student will be able to:

52.16 Create documents using advanced features in layout/paste-up software. LA.B.2.4.4
52.17 Create electronic mechanicals. LA.B.2.4.4
52.18 Produce projects using white space. LA.B.2.4.4
52.23 Explore options of assembling multi-page documents.
52.24 Explore the use of master pages.
52.25 Explore the use of style.
52.26 Produce a document using printer and reader spreads.
52.27 Use publishing software to create a pre-press profile.

53.0 DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING—The student will be able to:

53.12 Produce projects using line art, halftone, duotone, and four-color processes. LA.B.2.4.4
53.13 Produce electronically retouched photographs using tones, hues, and values. LA.B.2.4.4

55.0 CONTACT AND NEGOTIATE COST OF FINAL OUTPUT THROUGH SERVICE BUREAU OR OFFSET PRINTER.

Florida Department of Education

STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209020
Course Title: Business Systems and Technology 1

                                 (Business Systems and Technology)

Course Credit: 1

COURSE DESCRIPTION:

> This course is designed to provide a basic overview of current business and information systems and trends and to introduce students to the basic skills and foundations required for today's business environments. Emphasis is placed on developing proficiency with touch keyboarding and fundamental computer applications, so that they may be used as communication tools for enhancing personal and workplace proficiency in an information based society. After successful completion of this core course, students will have met Occupational Completion Point - Data Code A, General Office Clerk - OES 55321.

INFORMATION SYSTEMS

01.0 DEMONSTRATE KNOWLEDGE, SKILL, AND APPLICATION OF INFORMATION SYSTEMS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE. APPLY ERGONOMIC PRINCIPLES APPLICABLE TO THE CONFIGURATION OF COMPUTER WORKSTATIONS.–The student will be able to:

01.01 Develop keyboarding skills to enter and manipulate text and data. LA.B.1.4.3
01.02 Describe and use current and emerging computer technology and software to perform personal and business related tasks. LA.B.2.4.4
01.03 Identify and describe communications and networking systems used in workplace environments.
01.04 Use reference materials such as on-line help, vendor bulletin boards, tutorials, and manuals available for application software. LA.B.2.4.4, LA.A.2.4.6
01.05 Demonstrate basic file management skills. LA.A.2.4.2, LA.B.2.4.4, LA.B.2.4.6
01.06 Troubleshoot problems with computer software, hardware, peripherals, and other office equipment. LA.D.2.4.4
01.07 Describe ethical issues and problems associated with computers and information systems.
01.08 Apply ergonomic principles applicable to the configuration of computer workstations.

WORKPLACE COMMUNICATIONS

02.0 USE TECHNOLOGY TO APPLY AND ENHANCE COMMUNICATION SKILLS IN TECHNICAL READING, WRITING, SPEAKING, LISTENING, AND VIEWING—The student will be able to:

02.01 Select and use appropriate modes of communication for specific job and work situations. LA.B.2.4.4

02.02 Organize ideas and communicate oral and written messages appropriate to listeners and situations in workplace and business environments. LA.B.2.4.2

02.03 Use listening, speaking, and nonverbal skills and strategies to communicate effectively with supervisors, co-workers, and customers. LA.C.1.4.1, LA.C.3.4.1, HE.B.3.4.1

02.04 Select and use standard written business communication formats. LA.B.1.4.1, LA.B.1.4.3

02.05 Use professional business vocabulary appropriate for entry-level jobs in business environments. LA.A.1.4.3

03.0   USE TECHNOLOGY TO APPLY AND ENHANCE COMMUNICATION SKILLS IN TECHNICAL READING, WRITING —The student will be able to:

03.01 Select and use word processing software and accompanying features to enhance written business communications. LA.B.1.4.1

03.02 Use the writing process to create/edit business documents appropriate to the subject matter, purpose, and audience. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3

03.03 Use database, spreadsheet, presentation software, scheduling, and integrated software packages to enhance communications. LA.B.2.4.1, LA.B.2.4.2

03.04 Explore and demonstrate effective and efficient use of telecommunications systems including telephone techniques for handling incoming and placing outgoing business calls. LA.B.1.4.3

03.05 Use computer networks (e.g., Internet, on-line databases, e-mail) to facilitate collaborative or individual learning and communication.

03.06 Respond to and utilize information derived from multiple sources (e.g., written documents, instructions, e-mail, voice mail) to solve business problems and complete business tasks.

MANAGEMENT

04.0   DEVELOP AN AWARENESS OF MANAGEMENT FUNCTIONS AND ORGANIZATIONAL STRUCTURES AS THEY RELATE TO TODAY'S WORKPLACE AND EMPLOYER/EMPLOYEE ROLES. DEMONSTRATE INITIATIVE, COURTESY, LOYALTY, HONESTY, COOPERATION AND PUNCTUALITY AS A TEAM MEMBER—The student will be able to:

04.01 Explore, design, implement, and evaluate organizational structures and cultures for managing project teams.

04.02 Explore and demonstrate an awareness of current trends in business and the employee's role in maintaining productive business environments in today's global workplace.

04.03 Collaborate with individuals and teams to complete tasks and solve business-related problems and demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member.

CURRENT TRENDS/ISSUES IN THE WORKPLACE

05.0   PRACTICE QUALITY PERFORMANCE IN THE LEARNING ENVIRONMENT AND THE WORKPLACE—The student will be able to:

05.01 Assess personal, peer, and group performance and identify and implement strategies for improvement (e.g., organizational skills,

note taking/outlining, advance organizers, reasoning skills, problem-solving and decision-making skills).

05.02 Develop criteria for assessing products and processes that incorporate effective business practices (e.g., time management, productivity, total quality management).

MANAGEMENT

06.0 INCORPORATE APPROPRIATE LEADERSHIP AND SUPERVISION TECHNIQUES, CUSTOMER SERVICE STRATEGIES, AND STANDARDS OF PERSONAL ETHICS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

06.01 Demonstrate an awareness of quality service and the personal and professional standards required to establish an effective service-based culture in the workplace, business, or learning environment.

06.02 Identify, analyze, and implement managerial skills necessary for maintaining a high quality work environment, goals, and strategic planning in business settings.

06.03 Follow accepted rules, regulations, policies, procedures, processes, and workplace safety.

COMPUTATION AND FINANCE

07.0 APPLY MATHEMATICAL OPERATIONS AND PROCESSES AS WELL AS FINANCIAL PLANNING STRATEGIES TO COMMONLY OCCURRING SITUATIONS IN THE WORKPLACE AND TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

07.01 Analyze, interpret, compile and demonstrate the ability to present/communicate data in understandable and measurable terms using common statistical procedures. MA.E.1.4.1, MA.E.A.4.2

07.02 Use common standards of measurement including the metric system in solving work-related or business problems (e.g., length, weight, currency, time). MA.B.3.4.1

07.03 Select and use the correct mathematical processes and tools to solve complex problem settings that are typical of business settings and use formulas when appropriate. MA.A.3.4.3

JOB READINESS AND CAREER DEVELOPMENT

08.0 ASSESS PERSONAL STRENGTHS AND WEAKNESSES AS THEY RELATE TO JOB OBJECTIVES, CAREER EXPLORATION, PERSONAL DEVELOPMENT, AND LIFE GOALS—The student will be able to:

08.01 Assess, analyze and reassess individual talents, aptitudes, interests, and personal characteristics as they relate to potential future careers in business environments.

08.02 Use personal assessment tools to identify personal strengths and weaknesses related to learning and work environments.

08.03 Analyze job and career requirements and relate career interests to opportunities in the global economy.

10.0 INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND PROFESSIONAL GOALS. EXPERIENCE WORK-BASED LEARNING THROUGH JOB SHADOWING, MENTORING, E-COACHING, ETC. —The student will be able to:

09.01 Analyze personal skills and aptitudes in comparison with various business related job and career options.

09.02 Use career resources to develop an information base that reflects local and global business related occupations and opportunities for continuing education and workplace experience.

09.03 Demonstrate job-seeking skills required for entry-level employment (e.g., resume, application, interview, follow up). LA.C.3.4.4

09.04 Design, initiate, refine, and implement a plan to facilitate personal growth and skill development related to anticipated job requirements and career expectations.

09.06 Demonstrate an awareness of specific job requirements and career paths (e.g., requirements, characteristics needed) in business environments.

09.09 Demonstrate an awareness of the potential impact of local and global trends on career plans and life goals.

09.10 Experience work-based learning through volunteerism, job shadowing, mentoring, e-coaching, etc.

HUMAN RELATIONS/INTERPERSONAL SKILLS

10.0 DEMONSTRATE PERSONAL AND INTERPERSONAL SKILLS APPROPRIATE FOR THE WORKPLACE—The student will be able to:

10.01 Accept constructive criticism. SS.B.1.4.5

10.02 Apply appropriate strategies to manage and resolve conflict in work situations. LA.D.1.4.2, SS.B.1.4.5, HE.B.3.4.5

10.03 Demonstrate personal and interpersonal skills appropriate for the workplace (e.g., responsibility, dependability, punctuality, integrity, positive attitude, initiative, and respect for self and others, professional dress, etc.).

ADMINISTRATIVE OFFICE PROCEDURES

11.0 PERFORM OFFICE FUNCTIONS AND RESPONSIBILITIES TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

11.01 Perform business tasks (e.g., filing and records management, scheduling, reprographics, mail handling, etc.). LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.2

11.02 Demonstrate knowledge of ethical behavior in a business environment (e.g., confidentiality of information, employee right to know, hiring practices, plagiarism, copyright violations, sexual harassment, mission statement, code of ethics, etc.).

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209510
Course Title: Digital Publishing 1 (Digital Design 1)
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop basic entry-level skills required for
careers in the digital publishing industry. The content includes computer
skills; digital publishing concepts and operations; layout, design, and
measurement activities; decision-making activities; and digital imaging.
After successful completion of Digital Publishing 1 students will have met
Occupational Completion Point - Data Code B, Assistant Digital Production
Designer - Industry Title.

WORK-BASED LEARNING

20.0 <u>PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES</u>—The student will be able
    to:

    20.37 Participate in work-based learning experiences in a digital
        publishing environment. TH.E.1.3.3, VA.E.1.4.2
    20.38 Discuss the use of technology in a digital publishing environment.
        LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4

DIGITAL PUBLISHING

48.0 <u>DEMONSTRATE PROFICIENCY IN COMPUTER SKILLS</u>—The student will be able to:

    48.01 Identify all computer parts (e.g., RAM, ROM). LA.A.1.4.3
    48.02 Demonstrate an understanding of all functions of a computer.
        LA.A.1.4.3, LA.D.2.4.4
    48.03 Utilize appropriate font management techniques (e.g., TrueType,
        postscript, install and remove fonts). LA.B.2.4.4., LA.A.2.4.6,
        LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2,
        LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5,
        SS.B.1.4.5, VA.B.1.3.4
    48.04 Perform storage management (e.g., hard drive, floppy disk).
        LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2,
        LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3,
        HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
    48.05 Perform maintenance of computers and peripherals. LA.B.2.4.4.,
        LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1,
        LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4,
        HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4

49.0 <u>DEMONSTRATE KNOWLEDGE OF DIGITAL PUBLISHING CONCEPTS</u>—The student will be
    able to:

    49.01 Identify the skills needed by a digital publisher. MA.D.1.4.1,
        MA.D.1.4.2, VA.E.1.4.2
    49.02 Define commonly used terms in graphic communications. LA.A.1.4.3,
        FL.C.2.4.5, VA.E.1.4.2, MA.D.1.4.1, MA.D.1.4.2
    49.03 Identify characteristics of paper.
    49.04 Identify different kinds of color (e.g., spot, process).
    49.05 Identify software used in digital publishing. LA.B.2.4.4

49.06 Demonstrate knowledge of copyright laws. MA.D.1.4.1, MA.D.1.4.2, VA.E.1.4.2

50.0 <u>PERFORM DECISION-MAKING ACTIVITIES</u>—The student will be able to:

50.01 Determine work priorities. LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
50.02 Evaluate and select appropriate software packages to complete assigned tasks. LA.C.2.3.4, MA.B.1.4.3, LA.B.1.4.3, MA.D.1.4.1 LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
50.03 Evaluate information to be used and choose relevant material. LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
50.04 Determine the audience. LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
50.05 Demonstrate an understanding of various advertising mediums. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
50.06 Recognize and maintain ethical standards. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
50.08 Present and defend design projects.
50.10 Determine project specifications.

51.0 <u>PERFORM LAYOUT, DESIGN, AND MEASUREMENT ACTIVITIES</u>—The student will be able to:

51.01 Identify characteristics of type, type families, type series, and type styles. LA.A.1.4.3, MA.D.1.4.1
51.02 Paste up mechanical elements electronically. LA.B.1.4.3, MA.D.1.4.1, LA.C.3.4.3, LA.C.2.3.4, MA.B.1.4.3, VA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.2.4.2, LA.D.2.3.4, LA.B.2.4.1
51.03 Prepare rough layout designs. TH.E.1.3.3, VA.E.1.4.2
51.04 Copycat and markup using type sizes and styles. NA.D.1.4.1, LA.B.1.2.3, LA.C.3.4.3, LA.C.2.3.4, MA.B.1.4.3, VA.A.1.4.3, LA.B.1.4.3, MA.D.1.4.1
51.05 Identify elements of design.

52.0 <u>DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS</u>—The student will be able to:

52.01 Key with speed and accuracy to meet industry standards. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
52.02 Produce designs integrating all elements of design. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4

52.03 Complete projects using a variety of fonts, sizes, leading, and alignments. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4

52.04 Produce electronic illustrations using digital publishing software. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4

52.05 Output projects using a variety of devices (e.g., printers, imagesetters). LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4

52.06 Produce multiple projects using a variety of digital publishing software.

52.07 Produce multiple color designs using different color techniques including color process and spot color.

52.08 Design with type using kerning, tracking, horizontal/vertical scale, baseline shift, etc.

52.09 produce projects using table and indents.

52.10 Prepare output files using pre-press preparations (e.g., color separation, font management, file management, use of postscript fonts, etc.).

52.13 Read work orders and prepare electronic files that meet all specifications.

52.19 Design logos using type. LA.B.2.4.4

53.0 <u>DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING</u>—The student will be able to:

53.01 Demonstrate proper use of a scanner/slide scanner. LA.B.1.2.3, MA.D.1.4.1, LA.A.1.4.3, LA.D.2.4.4, LA.B.1.4.3, MA.A.1.4.4

53.02 Crop and scale photographs and line art electronically. LA.B.1.4.3, LA.D.2.4.4, MA.A.1.4.4

53.04 Demonstrate an understanding of formats and modes (e.g., EPS, TIFF, PICT, JPEG, ASCII, binary). LA.B.1.4.3, LA.D.2.4.4, MA.A.1.4.4

53.07 Produce projects using a digital camera. VA.A.1.4.2, VA.A.1.4.4

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209520
Course Title: Digital Publishing 2 (Digital Design 2)
Course Credit: 1

COURSE DESCRIPTION:

This course continues the development of basic entry-level skills required for careers in the digital publishing industry. The content includes computer skills; digital publishing operations; layout, design, and measurement activities; decision-making activities; and digital imaging. After successful completion of Digital Publishing 2 and 3, students will have met Occupational Completion Point - Data Code C, Digital Production Designer - Industry Title.

JOB READINESS AND CAREER DEVELOPMENT

11.0 <u>INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND PROFESSIONAL GOALS</u>—The student will be able to:

11.10 Prepare a portfolio. VA.A.1.4.2, VA.E.1.4.2,
11.12 Present a portfolio to an audience. VA.E.1.4.3

WORK-BASED LEARNING

20.0 <u>PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES</u>—The student will be able to:

20.37 Participate in work-based learning experiences in a digital publishing environment. MA.D.2.4.1, TH.E.1.3.3, VA.E.1.4.2
20.38 Discuss the use of technology in a digital publishing environment. LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.D.2.4.4
20.39 Compare and contrast the software applications used in a digital publishing environment. LA.D.2.4.4, SS.B.4.1

DIGITAL PUBLISHING

48.0 <u>DEMONSTRATE PROFICIENCY IN COMPUTER SKILLS</u>—The student will be able to:

48.06 Perform computer management skills (e.g., install and remove software). LA.B.2.3.4
48.07 Perform storage management activities using a variety of devices (e.g., opticals, CD ROM, panels, monitors, modems, zip drives, jazz drives). LA.B.2.4.4, MA.B.2.4.2
48.08 Complete disk utilities and virus protection activities. LA.B.2.4.4

50.0 <u>PERFORM DECISION-MAKING ACTIVITIES</u>—The student will be able to:

50.07 Compare and select appropriate multimedia tools. LA.A.2.3.6, LA.D.2.3.5, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4
50.08 Present and defend design projects. LA.D.2.4.4, SS.B.2.4.1, SS.B.2.4.2, VA.A.1.4.4, VA.A.1.4.2, VA.B.1.4.2
50.09 Determine project budgets.

50.10 Determine project specifications. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3
50.11 Determine when to use a service bureau or a print shop.

52.0 DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS—The student will be able to:

52.06 Produce multiple projects using a variety of digital publishing software. LA.B.2.4.4
52.07 Produce multiple color designs using different color techniques including color process and spot color. LA.B.2.4.4
52.12 Prepare output files using pre-press preparations (e.g., color separation, font management, file management, use of postscript fonts, etc.)
52.13 Read work orders and prepare electronic files that meet all specifications.

53.0 DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING—The student will be able to:

53.04 Demonstrate use of image editing software.
53.05 Complete projects using proper resolution and screen values (e.g., PPI, LPI, DPI). MA.A.1.4.4
53.06 Produce electronically retouched photographs. VA.A.1.4.2, VA.D.1.4.3
53.08 Scan multiple documents. LA.B.2.4.7, LA.B.2.4.8
53.09 Proofread electronically and manually. LA.B.1.4.3

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209530
Course Title: Digital Publishing 3 (Digital Design 3)
Course Credit: 1

COURSE DESCRIPTION:

This course continues the development of industry-standard skills required for careers in the digital publishing industry. The content includes the use of a variety of software and equipment to perform digital publishing and digital imaging activities. After successful completion of Digital Publishing 3, students will have met Occupational Completion Point - Data Code C, Digital Production Designer - Industry Title.

WORK-BASED LEARNING

20.0   PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

    20.37 Participate in work-based learning experiences in a digital publishing environment. MA.D.2.4.1, TH.E.1.3.3, VA.E.1.4.2
    20.38 Discuss the use of technology in a digital publishing environment. LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.D.2.4.4,
    20.39 Compare and contrast the software applications used in a digital publishing environment. LA.D.2.4.4, SS.B.4.1

DIGITAL PUBLISHING

48.0   DEMONSTRATE PROFICIENCY IN COMPUTER SKILLS—The student will be able to:

    48.09 Update existing software to new versions. LA.D.2.4.4

50.0   PERFORM DECISION-MAKING ACTIVITIES-The student will be able to:

    50.09 Determine project budgets.
    50.11 Determine when to use a service bureau or a print shop.

52.0   DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS—The student will be able to:

    52.28 Produce a variety of designs using layout/paste-up software. LA.D.2.4.4
    52.29 Produce documents integrating all elements of design using balance and continuity. MA.C.2.4.1
    52.12 Design a document using grids and formats. MA.B.1.4.3
    52.13 Produce projects using illustration. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3
    52.14 Produce camera-ready projects.
    52.15 Perform integrated functions using various software applications. MA.A.1.4.4

53.0   DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING—The student will be able to:

    53.10 Crop and scale photographs and line art electronically using a scanner. LA.D.2.4.4

53.11 Apply the use of proper resolution and screen values (e.g., PPI, LPI, DPI in documents). MA.A.1.4.4

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209550
Course Title: Digital Publishing 4 (Digital Design 4)
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop advanced industry-standard skills required for careers in the digital publishing industry. The content includes the use of a variety of software and equipment, including digital video cameras and video/audio editing software. After successful completion of Digital Publishing 4 and 5, students will have met Occupational Completion Point – Data Code D, Media Designer - Industry Title.

WORK-BASED LEARNING

PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

20.37 Participate in work-based learning experiences in a digital publishing environment. MA.D.2.4.1, TH.E.1.3.3, VA.E.1.4.2
20.39 Compare and contrast the software applications used in a digital publishing environment. LA.D.2.4.4, SS.B.1.4.1
20.40 Discuss the management/supervisory skills needed in a digital publishing environment. LA.B.2.3.4

DIGITAL PUBLISHING

48.0 DEMONSTRATE PROFICIENCY IN COMPUTER SKILLS—The student will be able to:

48.11 Demonstrate all the functions of presentation format. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3

52.0 DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS—The student will be able to:

52.20 Produce a variety of designs integrating multimedia software. LA.B.1.4.3, MA.B.1.4.3, MA.D.1.4.1, VA.A.1.4.3
52.22 Produce multiple color designs using proper color balance for presentation. LA.B.1.4.3, MA.B.1.4.3, MA.D.1.4.1, VA.A.1.4.3
52.22 Create electronic presentations. LA.B.1.4.3, MA.B.1.4.3, MA.D.1.4.1, VA.A.1.4.3

53.0 DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING—The student will be able to:

53.14 Apply special effects to image files. LA.D.2.4.4

54.0 DEMONSTRATE PROFICIENCY IN MULTIMEDIA PRESENTATION—The student will be able to:

54.01 Select appropriate fonts for on-screen presentation. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1

54.02 Generate presentations with fully integrated text and images.
LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1,
SS.B.1.4.1, TH.A.3.4.1
54.06 Create links. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2,
D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1
54.13 Create desktop presentations. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2,
MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1
54.14 Create buttons. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2,
D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209560
Course Title: Digital Publishing 5 (Digital Design 5)
Course Credit: 1

COURSE DESCRIPTION:

This course continues the development of advanced industry-standard skills required for careers in the digital publishing industry. The content includes the use of a variety of software and equipment used to create multimedia presentations. After successful completion of Digital Publishing 5 and 6, students will have met Occupational Completion Point - Data Code E, Multimedia Designer - (Industry Title).

WORK-BASED LEARNING

20.0   <u>PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES</u>—The student will be able to:

    20.37 Participate in work-based learning experiences in a digital publishing environment. MA.D.2.4.1, TH.E.1.3.3, VA.E.1.4.2
    20.40 Discuss the management/supervisory skills needed in a digital publishing environment LA.B.2.3.4

DIGITAL PUBLISHING

53.0   <u>DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING</u>—The student will be able to:

    53.16 Emphasize, interpret, and establish mood and emotion using illustrations. LA.D.2.4.3
    53.17 Apply special effects to projects. LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4,

54.0   <u>DEMONSTRATE PROFICIENCY IN MULTIMEDIA PRESENTATION</u>—The student will be able to:

    54.32 Create dynamic media project.
    54.04 Create PDF files. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.B.1.4.1, LA.B.1.4.2, VA.A.1.4.1, VA.A.1.4.2, VA.A.1.4.3, VA.A.1.4.4
    54.07 Optimize images for the Web (e.g., file size, transmission time). LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.B.1.4.1, LA.B.1.4.2, VA.A.1.4.1, VA.A.1.4.2, VA.A.1.4.3, VA.A.1.4.4
    54.08 Build pages for media presentations and standards. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.B.1.4.1, LA.B.1.4.2, VA.A.1.4.1, VA.A.1.4.2, VA.A.1.4.3, VA.A.1.4.4
    54.09 Link media elements into Web-delivered documents. LA.B.1.4.3, LA.B.1.4.4, LA.D.1.4.2, MA.B.4.4.2, D.A.E.2.4.1, SS.B.1.4.1, TH.A.3.4.1, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.B.1.4.1, LA.B.1.4.2, VA.A.1.4.1, VA.A.1.4.2, VA.A.1.4.3, VA.A.1.4.4
    54.33 Create presentations using color effects.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209540
Course Title: Digital Publishing 6 (Digital Design 6)
Course Credit: 1

COURSE DESCRIPTION:

This course continues the development of industry-standard skills required for careers in the digital publishing industry. The content includes the use of a variety of software and equipment required to perform digital publishing and digital imaging activities. After successful completion of Digital Publishing 6 and 7, students will have met Occupational Completion Point - Data Code E, Graphic Designer – Industry Title.

WORK-BASED LEARNING

20.0   PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

   20.37 Participate in work-based learning experiences in a digital publishing environment. MA.D.2.4.1, TH.E.1.3.3, VA.E.1.4.2
   20.39 Compare and contrast the software applications used in a digital publishing environment. LA.D.2.4.4, SS.B.1.4.1

DIGITAL PUBLISHING

52.0   DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS—The student will be able to:

   52.16 Create documents using advanced features in layout/paste-up software. LA.B.2.4.4
   52.17 Create electronic mechanicals. LA.B.2.4.4
   52.18 Produce projects using white space. LA.B.2.4.4

53.0   DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING—The student will be able to:

   53.12 Produce projects using line art, halftone, duotone, and four-color processes. LA.B.2.4.4
   53.13 Produce electronically retouched photographs using tones, hues, and values. LA.B.2.4.4

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209570
Course Title: Digital Design 7
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop advanced industry-standard skills required
for careers in the digital design industry. The content includes the use of a
variety of software and equipment, including digital video cameras and
video/audio editing software. After successful completion of Digital Design 6
and 7, students will have met Occupational Completion Point - Data Code E -
Graphic Designer.

JOB READINESS AND CAREER DEVELOPMENT

11.0 INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER
      EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE
      TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND
      PROFESSIONAL GOALS—The student will be able to:

      11.09 Create an electronic resume. LA.B.2.4.4
      11.11 Create an electronic portfolio. VA.A.1.4.2, VA.E.1.4.2
      11.12 Present a portfolio to an audience. VA.E.1.4.3

WORK-BASED LEARNING

20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES-The student will be able
      to:

      20.37 Participate in work-based learning experiences in a digital design
            environment. MA.D,2.4.1, TH.E.1.3.3, VA.E.1.4.2
      20.39 Compare and contrast the software applications used in a digital
            design environment. LA.D.2.4.4, SS.B.1.4.1
      20.40 Discuss the management/supervisory skills needed in a digital
            design environment. LA.B.2.3.4

52.0 DEMONSTRATE PROFICIENCY IN DIGITAL DESIGN OPERATIONS-The student will be
able to:

      52.23 Explore options of assembling multi-page documents.
      52.24 Explore the use of master pages.
      52.25 Explore the use of style.
      52.26 Produce a document using printer and reader spreads.
      52.27 Use publishing software to create a pre-press profile.

55.0 CONTACT AND NEGOTIATE COST OF FINAL OUTPUT THROUGH SERVICE BUREAU OR
      OFFSET PRINTER.