

# Lori A. Cullen

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Natick High School  
Natick, MA

“It’s not a matter of what should be there,  
but rather what could be.” ~Marcel Wilson



EDUCATION  
LEADER



# Agenda

Digital Publishing Suite as a Course, Starting at the High School Level - Best Practices

## 1. General Introduction

- Instructor
- Participant Survey
- Natick Environment

## 2. Show and Tell

- Outcome

## 3. iPad Publishing Course

- Pre-Requisites
- Curriculum Covered (units)
- Publishing / Sharing
- Impact

## 4. Updates

- Updates in Application
- Future Ready

## 5. Adobe Certification Associate

- Management
- Benefits

## 6. Race to the Top

- District Determined Measures
- #CreateEdu

## 7. Questions

## 8. Session Survey



# **General Introduction**

# Contact



@LoriCullen19



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[www.mrscullen.com](http://www.mrscullen.com)



<http://www.adobe.com/education/k12/adobe-education-leaders/lori-cullen.edu.html>

# Participant Survey

[my.adobeconnect.com/aelinstitute7](http://my.adobeconnect.com/aelinstitute7)

ADOBE® CONNECT™

## Adobe Education Leader Institute 2014 - Room 7

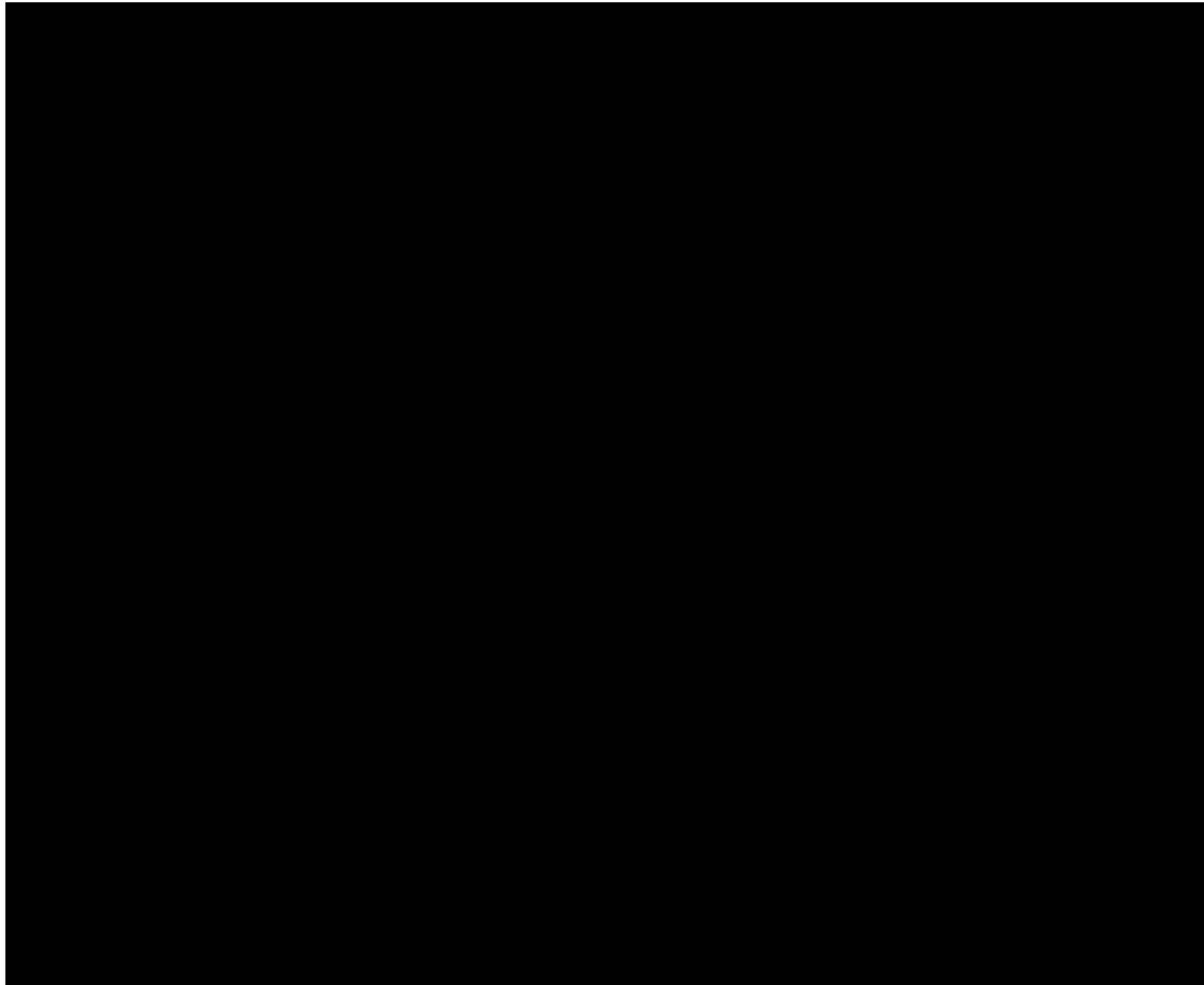
Enter as a Guest

Name

Enter Room

Enter with your login and password (Required for hosts, recommended for registered users)

# Natick Environment



- Semester Courses
- 1 Semester = approx. 40 weeks
- See each class either 3 days or 2 days a week (Red & Blue day schedule)
- 1 Class = approx. 90 minutes
- Receive 2.5 Credits

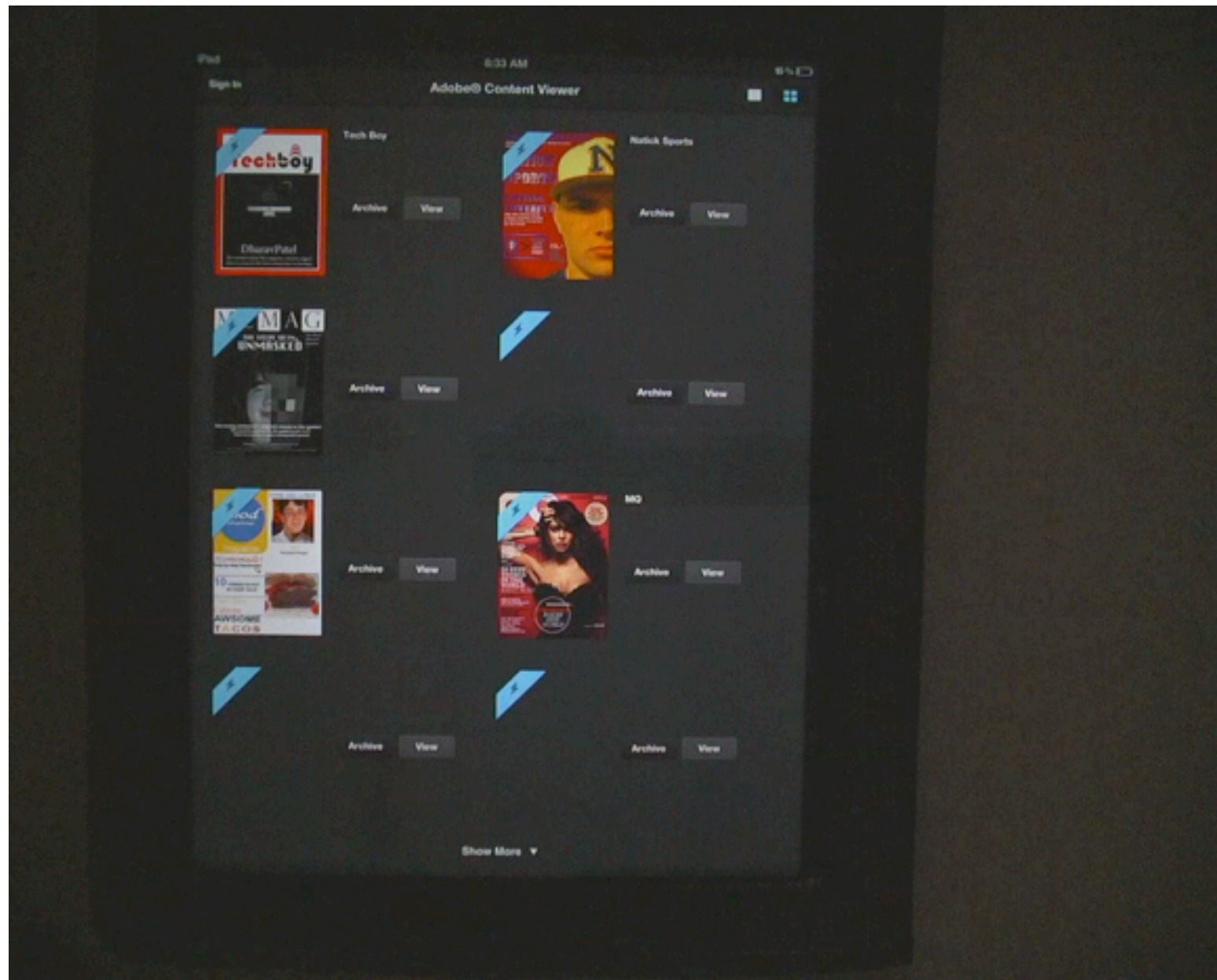
<http://www.youtube.com/watch?v=EHIANITOHY4>



# Show and Tell

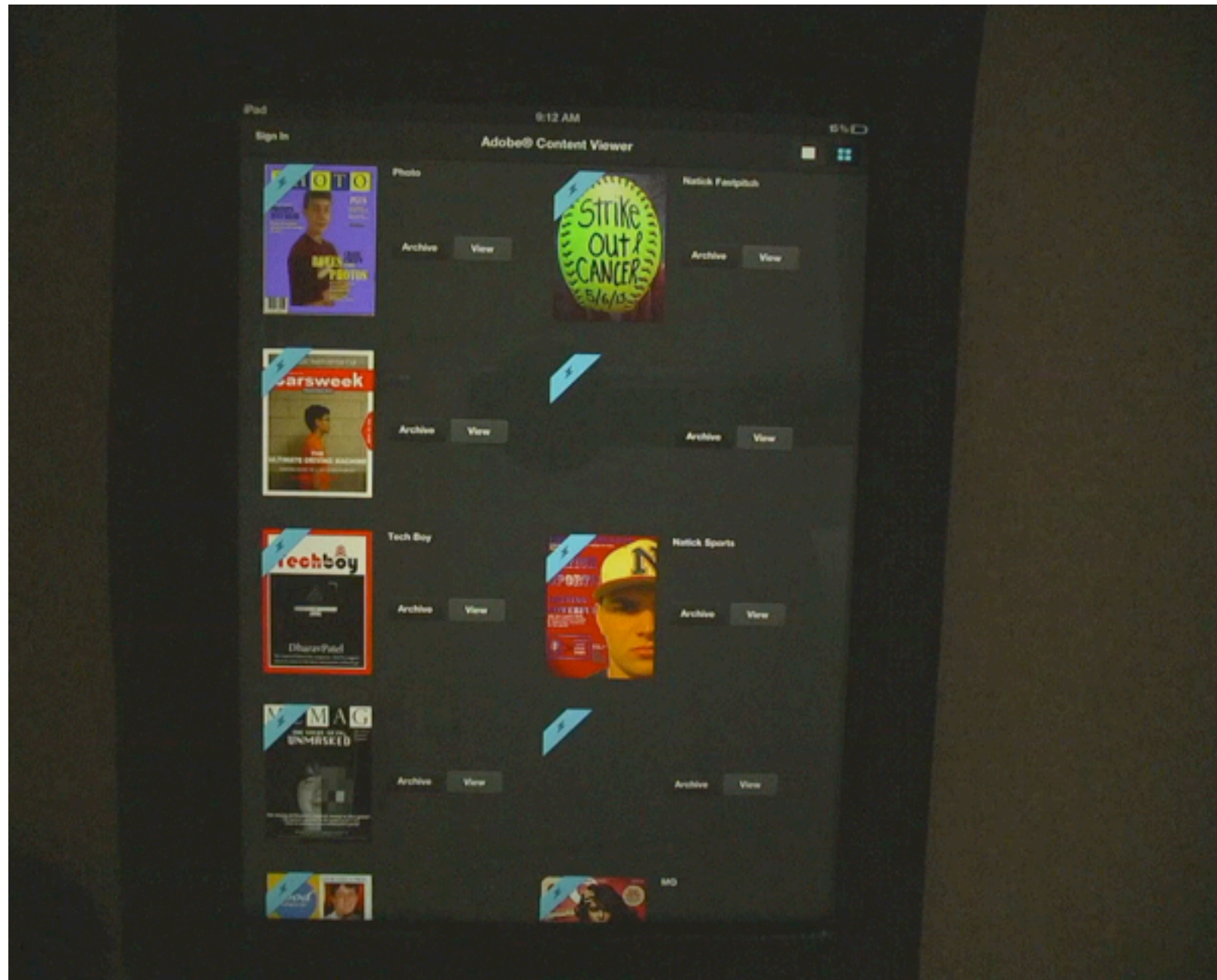


# Food Chanel, Phillip R.



<http://www.youtube.com/watch?v=A3Q-twVYmkg&feature=youtu.be>

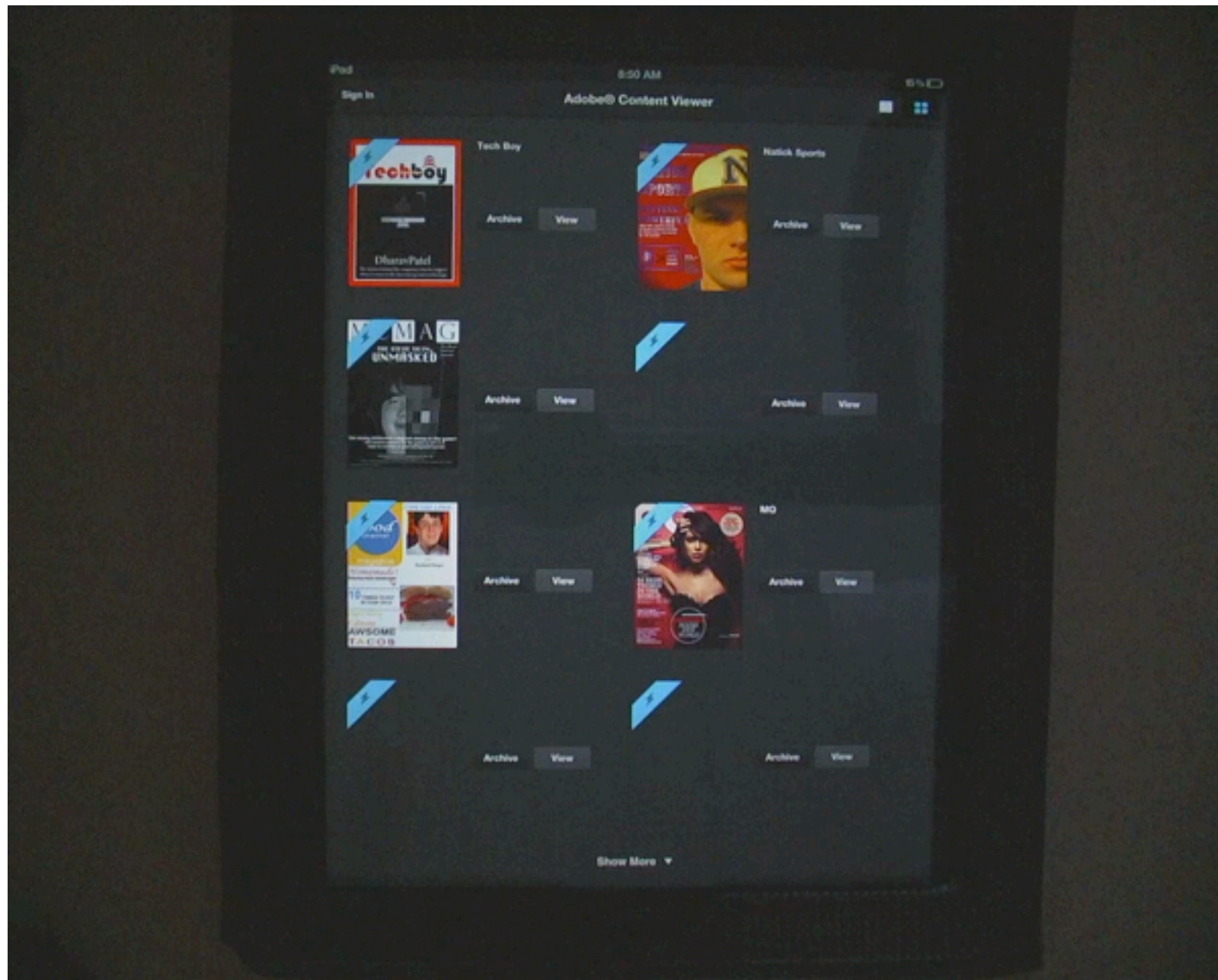
# Photo Plus, Craig C.



<http://www.youtube.com/watch?v=Rla550F5JZw&feature=youtu.be>



# Natick Sports, Keith G.



<http://www.youtube.com/watch?v=84iR8eya6uY&feature=youtu.be>

# **iPad Publishing Course**

# Pre-Requisites

- All grades: 9 - 12
- No pre-requisites are required

Welcome Letter for Parents and Students, [http://mrscullen.com/welcomeletter\\_ipadpublishing.html](http://mrscullen.com/welcomeletter_ipadpublishing.html)

## Welcome Letter: Intro to Web Design, Spring 2014

Dear Parents,

Welcome to a new semester! I would like to take a few moments to introduce myself. My name is Mrs. Cullen and I will be your child's teacher for the Introduction to Web Design course. This is my seventh year teaching, my fifth year at Natick High School. As an educator, I value my job and the opportunity that I will have to teach your child the requirements he/she will need to complete by the end of the semester to keep up with the fast evolving technological world in which we live.

High School years are challenging and asks students to not only increase his/her skills and knowledge, but to also deal with the every day struggles that most likely did not exist when you or I were in High School. One of those issues is the rapid growth of technology in our activities of daily living. It is my desire and I feel that it is my responsibility, to help students understand how technology can be used as a tool to enhance learning. Your child will be assigned several major projects that he/she will be expected to complete in the classroom.

Lastly, I would like to ask for your permission to be able to post your student's work on my teacher website at [www.mrscullen.com](http://www.mrscullen.com) and various Web hosting sites. Over the semester students will produce products off the Web, which would be an honor to share with fellow colleagues and students to help improve the Web Development and Digital Media educational community. Also, I request your student to purchase a 2 GB flash drive (approximately, \$5.00) This device will provide your student a safe and secure way to back up work in the class. Please submit the form below before Friday, February 7th.

For further information including the class handbook, outline and general information about my classroom (how I plan to teach your students and expectations I have for your student) visit, [www.mrscullen.com](http://www.mrscullen.com).

Sincerely,  
Mrs. Lori Cullen  
Natick High School Web Design & Media Arts

\* Required

Student Name \*

Last, First

I give permission for my child's work to be posted on the World Wide Web \*

- Yes  
 No

Please provide any additional concerns or comments in the space provided below.

Parent/Guardian Signature \*

(signature = please type in your full name)



# iPad Publishing Units

## - History of Desktop Publishing

Unit Outline

[http://mrscullen.com/images/ipp\\_historyoutline.pdf](http://mrscullen.com/images/ipp_historyoutline.pdf)

Teacher Presentation

[http://mrscullen.com/images/ipp\\_HistoryofDTP.pdf](http://mrscullen.com/images/ipp_HistoryofDTP.pdf)

History of DTP Site Created by Students

<https://sites.google.com/a/natickps.org/history-of-desktop-publishing-spring-2014/home>

History of DTP Exam (questions based from site above)

<https://docs.google.com/a/natickps.org/forms/d/1O578b70VEIYOd4LTekYOMZDcVTb-XNqc6klrOgJKvpQ/viewform>

## - Print vs. Digital (understanding DPS and what it produces)

Print vs. Digital Assignment

[http://mrscullen.com/images/ipp\\_printvsdigital.pdf](http://mrscullen.com/images/ipp_printvsdigital.pdf)



# iPad Publishing Units

## - Static Content in InDesign

### Tools

Video: <http://tv.adobe.com/watch/learn-indesign-cs6/working-with-tools/>

Worksheet: [https://docs.google.com/document/d/10Bd5bN33w63d04BYfqEpH\\_BHAY\\_klC6\\_J\\_aITV0Jc9E/edit](https://docs.google.com/document/d/10Bd5bN33w63d04BYfqEpH_BHAY_klC6_J_aITV0Jc9E/edit)

### Frames

Video: <http://tv.adobe.com/watch/learn-indesign-cs6/working-with-frames/>

Worksheet: [https://docs.google.com/document/d/1qSPrOq3md9rZJ\\_YfIKIO9HCrr\\_e9nWVjwqHO69Km6M/edit](https://docs.google.com/document/d/1qSPrOq3md9rZJ_YfIKIO9HCrr_e9nWVjwqHO69Km6M/edit)

### Paragraph Styles

Video: <http://tv.adobe.com/watch/learn-indesign-cs5/g07-creating-and-applying-paragraph-styles/>

Worksheet: <https://docs.google.com/document/d/1IzcX0MzKFVqvaQu6OKtrfRvFci2KZ8gVIGPpVtVzf8o/edit>

### Master Page

Video: [http://www.youtube.com/watch?v=k65i3g4\\_uVU](http://www.youtube.com/watch?v=k65i3g4_uVU)

Notes: [http://mrscullen.com/images/ipp\\_indesignworkingwithmasterpages.pdf](http://mrscullen.com/images/ipp_indesignworkingwithmasterpages.pdf)

### Color

Notes (Kuler): [http://mrscullen.com/images/ipp\\_indesignworkingwithcolor.pdf](http://mrscullen.com/images/ipp_indesignworkingwithcolor.pdf)

### Creating Your Own Static Page Assignment

[http://mrscullen.com/images/oldoutlines/ipp/ippindesign\\_recreate.pdf](http://mrscullen.com/images/oldoutlines/ipp/ippindesign_recreate.pdf)

### Static Content Unit Exam

<https://docs.google.com/a/natickps.org/forms/d/1xAdPSGocaDuzzO1I9Z20Z3UjhqtQZGOuwR6DonMXXo/viewform>



# iPad Publishing Units

## - Design Principles & Photography Composition

### Exploring Design Principles in the Digital Magazine World

Pre & Post Assessment Assignment: [http://mrscullen.com/images/ipp\\_exploring.pdf](http://mrscullen.com/images/ipp_exploring.pdf)

Exploring Worksheet (aligned with assignment above)

<https://docs.google.com/spreadsheet/viewform?fromEmail=true&formkey=dFQ4WUZPb0NXQVN4TllsZjVDTiIXMkE6MQ>

Design Principles Presentation

<http://mrscullen.com/images/introdesignhandbook.swf>

Design Trends

<http://mrscullen.com/images/trends.pdf>

Photography Composition

<http://mrscullen.com/images/photographycomposition.pdf>

Color Association

<http://www.color-wheel-pro.com/color-meaning.html>

Design Principles Presentation Assignment

Assignment: [http://mrscullen.com/images/ipp\\_designprinciplesassignment.pdf](http://mrscullen.com/images/ipp_designprinciplesassignment.pdf)

Example: [https://docs.google.com/a/natickps.org/presentation/d/1\\_IUH5SDcCNsWQO4UKhrmPPINn06D0-6yOFg0tulOaU8/edit#slide=id.gd29a503f\\_071](https://docs.google.com/a/natickps.org/presentation/d/1_IUH5SDcCNsWQO4UKhrmPPINn06D0-6yOFg0tulOaU8/edit#slide=id.gd29a503f_071)

# iPad Publishing Units

## - Dynamic Content in InDesign

Video Tutorials on all Dynamic Content Pieces

[http://mrscullen.com/images/ipp\\_dynamiccontenttutorial.pdf](http://mrscullen.com/images/ipp_dynamiccontenttutorial.pdf)

### Covered in File / Videos:

1. Hyperlinks and Buttons
2. Scroll Frame
3. Slideshow
4. Pan & Zoom
5. Audio Overlay
6. Image Sequence
7. Panorama Overlay

Dynamic Content, Tutorial Assignment

<https://www.youtube.com/watch?v=c9CVI7rXIKM>



Dynamic Content Unit Exam: [https://docs.google.com/a/natickps.org/forms/d/1M1sHROeo\\_tLBb86xVmBzs8pyX--GamBFQJ44Cg7gGAs/viewform](https://docs.google.com/a/natickps.org/forms/d/1M1sHROeo_tLBb86xVmBzs8pyX--GamBFQJ44Cg7gGAs/viewform)

# iPad Publishing Units

## - Magazine Madness, Project Planning

Unit Assignments and Rubrics

[http://mrscullen.com/images/ippprojectmanagement\\_update.pdf](http://mrscullen.com/images/ippprojectmanagement_update.pdf)

Step 1: Magazine Goals

Step 2: Magazine Cover

Step 3: Articles & Summary

Steps 1-3 Example: [http://mrscullen.com/images/ipp\\_projectproposalphase1example.pdf](http://mrscullen.com/images/ipp_projectproposalphase1example.pdf)

Step 4: Draft your Pages (Wireframe)

Step 4 Example: [https://docs.google.com/a/natickps.org/document/d/1DyJuTWJl-2tmDqCraeYYA8xWevRhFtjVDxL3Y\\_4fn\\_A/edit](https://docs.google.com/a/natickps.org/document/d/1DyJuTWJl-2tmDqCraeYYA8xWevRhFtjVDxL3Y_4fn_A/edit)

Step 5: Reflection

Step 6: Put your plan into Action!

## - Magazine Madness, Building

Rubrics

Magazine Cover: [http://mrscullen.com/images/ipp\\_ipadpublishingmadnesscover.pdf](http://mrscullen.com/images/ipp_ipadpublishingmadnesscover.pdf) (extra credit)

Content Peer Editing Feedback Form: <http://mrscullen.com/images/wdcontentpeergrading.pdf>

Final Product: [http://mrscullen.com/images/ipp\\_magazinepublishingfinalrubric.pdf](http://mrscullen.com/images/ipp_magazinepublishingfinalrubric.pdf)

# iPad Publishing Units

- Magazine Madness, Building



**creativity**

**Directions**

1. Pick a magazine which represents something to you in life (example: like football you might pick an elite sports magazine)
2. Before you start to explore the cover of this magazine you need to connect with these original photos your own ideas, skills and experience. This will make it fun for the reader.
3. Design your magazine cover using the magazine as a "guide"

**Time Line**

1. Choose Magazine
2. Take Photos
4. Create one cover
5. Add to your table

**Goals**

1. To apply the design skills which you learned in class and the internet to create your own piece of art.
2. Focus on details such as color, alignment, proximity, typography and spacing.
3. Display a personal interest through a piece of magazine art.

**Share**

1. Admire Yours
2. Praise Your Neighbors
3. Transfer
4. Student, family member or friend makes it to the class

MAGAZINE MADNESS

Project for Educational Purposes

iPad

# PUBLISHING

**Madness:**  
The time starts now to showcase your design and writing skills into a desktop publishing magazine.

**FINAL RUBRIC**

## BUILDING FOR SUCCESS

Now that you have trained for the marathon it is time to start the race! You will be moving from the planning process to the building process. By following your planning and the rubric below you will be successful in completing your first published magazine on the iPad.

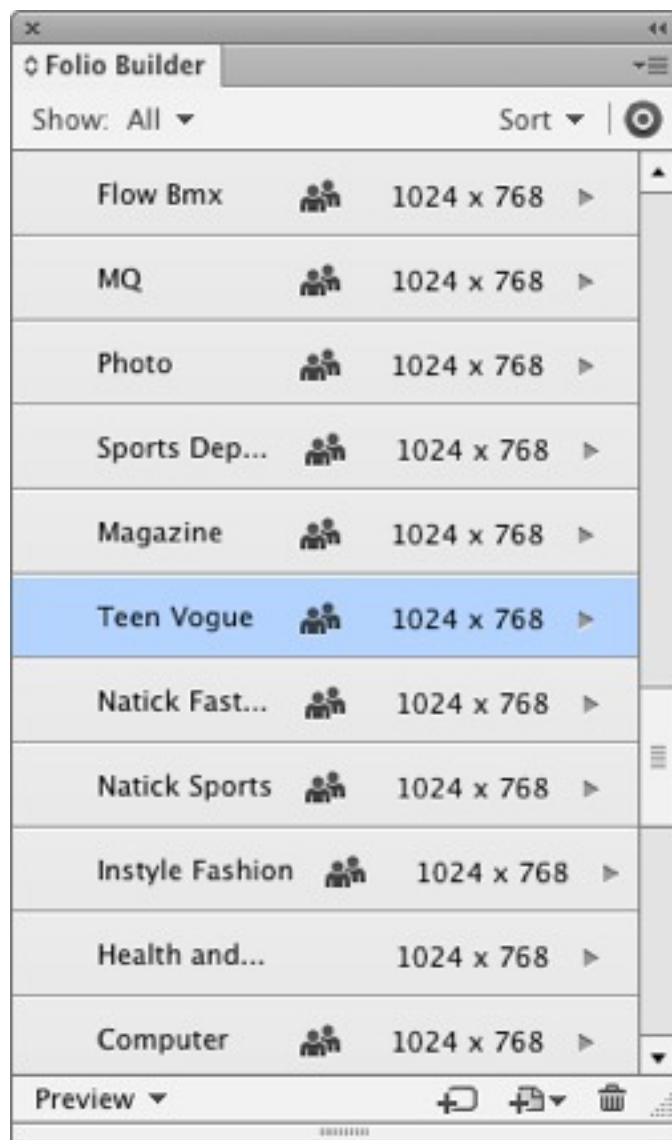
ELEMENT	POSSIBLE POINTS	POINTS	COMMENTS
<b>Resources</b> - Clear use of wireframes and resource pictures as a guide to building professionally designed pages.	20		
<b>Trends</b> - Use of a min. of three different trends to add visual interest to pages	20		
<b>Design Principles</b> - Color Combs - Contrast - Proximity - Alignment - Repetition	15		
<b>Content</b> - Informative - No grammar errors	15		
<b>Dynamic Content</b> -The application of a min. of 6 different dynamic content features.	15		
<b>Images</b> - Add to content - Are original or	15		



# iPad Publishing Units

## - Sharing and Publishing

1. Folio Builder



2. digitalpublishing.acrobat.com



3. Adobe Viewer



# iPad Publishing Units

- Impact

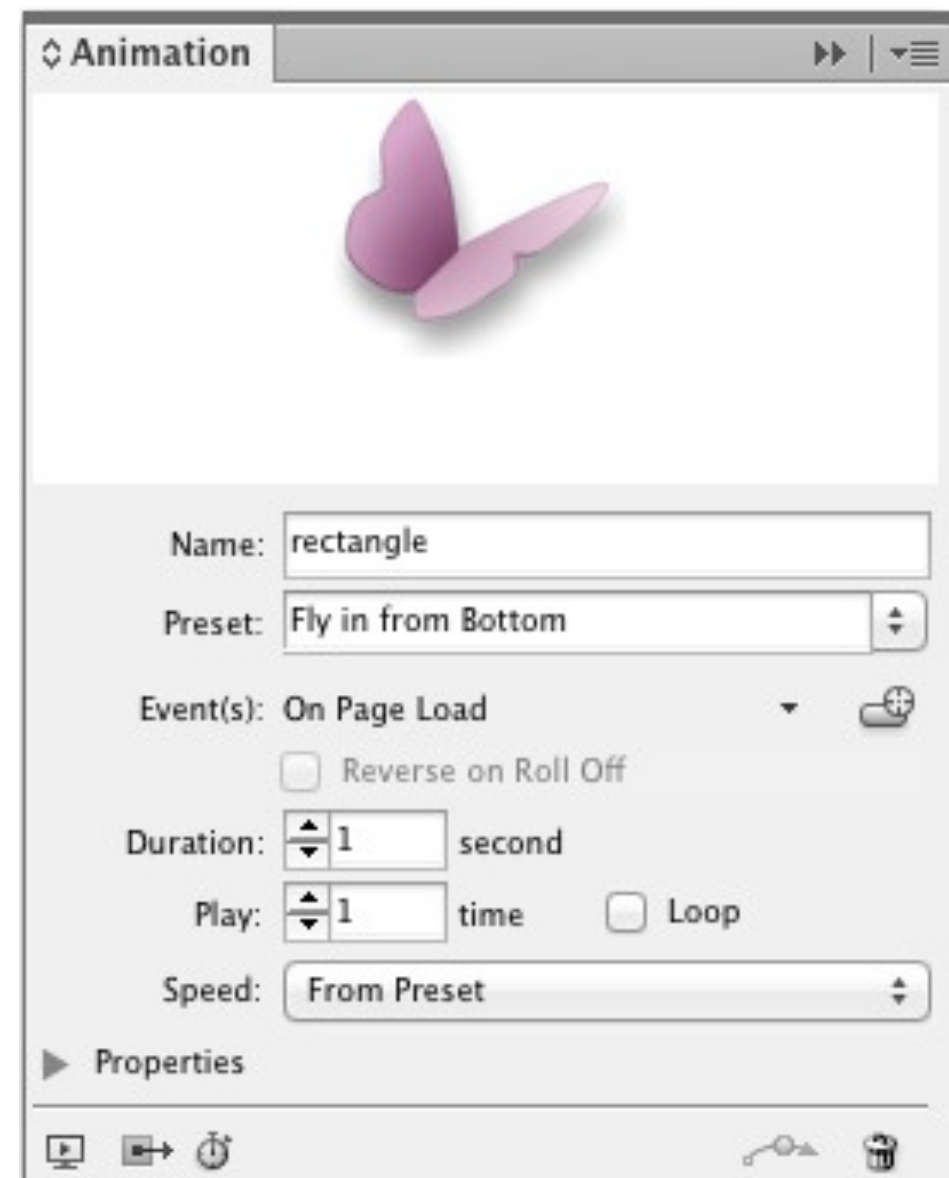
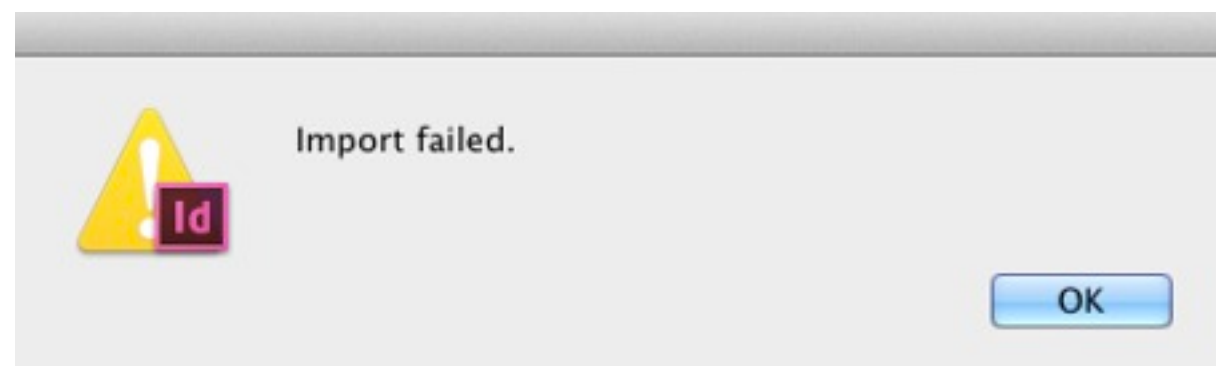


<https://www.youtube.com/watch?v=jICTahgLHS8>

# Updates



# Problem Solving



# Future Ready

Future Ready Natick

HOME PATHWAYS PARENTS STUDENTS RESOURCES NEWS AND EVENTS



**LET'S GET FUTURE READY.**

Future Ready

With the growing complexity of the world and the increasing demands of the 21st-century workforce, there is little question that all students should be prepared for college, careers and life. The Natick Public Schools have made it a priority to ensure that during their time in our schools, students attain the skills they will need to be successful. This includes acquiring and making available a range of things such as course curriculum, technology, parent education, and opportunities to learn from others in the and around the Natick community.



**HGTV FOLIO**



**WIRED**  
How Pixar Works

Plus

Natick Public Schools  
**Newsletter**  
November 2013

**N** "Our purpose is to educate all the students we serve to high levels through high-quality instruction".

This newsletter, published by the Natick Public Schools, is being sent to all businesses and residences in Natick. The Natick School Committee and the Superintendent of Schools developed this newsletter as part of a broader initiative to promote better communication with the public and to inform people about the achievements of Natick students, the activities of the schools, and the accomplishments of the faculty. This issue of the newsletter with its variety of topics reflects the guiding mission of the school district.

We, the members of the Natick Public Schools Community, are firmly committed to developing students as independent, lifelong learners and leaders who will contribute to a changing and complex global society. Every day, in all nine Natick schools, one sees this mission taking shape in the way education is taught and in the way administration works with families. Our students learn best when education, in cooperation with parents, uses teaching methods that encourage student effort to reach educational goals. When we encourage thoroughness in researching a topic or when we urge persistence in completing an assignment, we reinforce good learning habits - habits, which are consistently linked to student achievement. Setting high expectations for all students and encouraging individual effort are essential to fulfilling our school district's mission. Thank you for your continued support towards this end.

Peer Sushinski, PhD  
Superintendent



"Natick Administrative Team and School Committee Working Together"

Print  
→ **TO** →  
Digital

**SUPERINTENDENT'S AWARDS**

← Click to See Descriptions →



**RYAN WARD**

Ryan Ward is one of the top seniors at Natick High School. He is a bright, hardworking student that has excelled in all academic subjects to date, receiving straight A's during his high school career. His diligent and empathetic disposition, recognized by peers and teachers, has given him several excellent roles. Ryan has chosen a rigorous selection of courses. Academic honors awarded to Ryan include being granted an AP Scholarship with Honor and receiving the Harvard Book Award. Ryan has also ranked as captain of the tennis team, president of the Peer of Student and president of the school's "growth" team. He is a member of the cross-country team, soccer team, New England Math League and National Honor Society. Ryan also that he is most excited to be participating in a Fulbright program in Spain for the school's sports team, the only member to engage in this difficult event. Ryan has participated in many community organizations, such as a former member of the Boy Scouts of America, recently being awarded the rank of Eagle Scout. Co-chairman of "Thanksgiving in the White House" Publisher Society Broadhouse "Wild's Sanctuary and a participant in the American Cancer Society Relay for Life fundraiser.

**Building The Future One Child At A Time**  
Natick Public Schools

**Newsweek**

#LASTPRINTISSUE

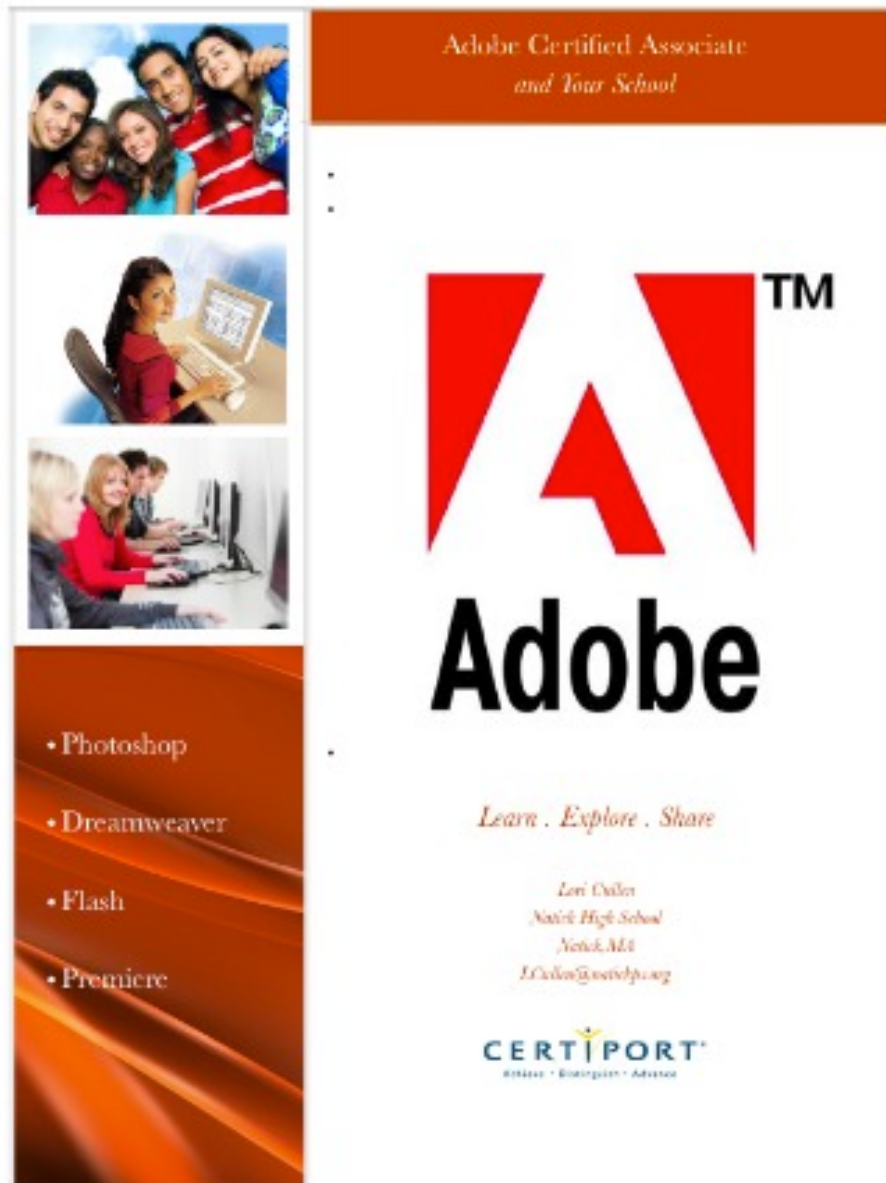


# **Adobe Certification Associate (ACA)**


# **Adobe Certification Associate**



# Presentation



Adobe Certified Associate  
*and Your School*



**Adobe**

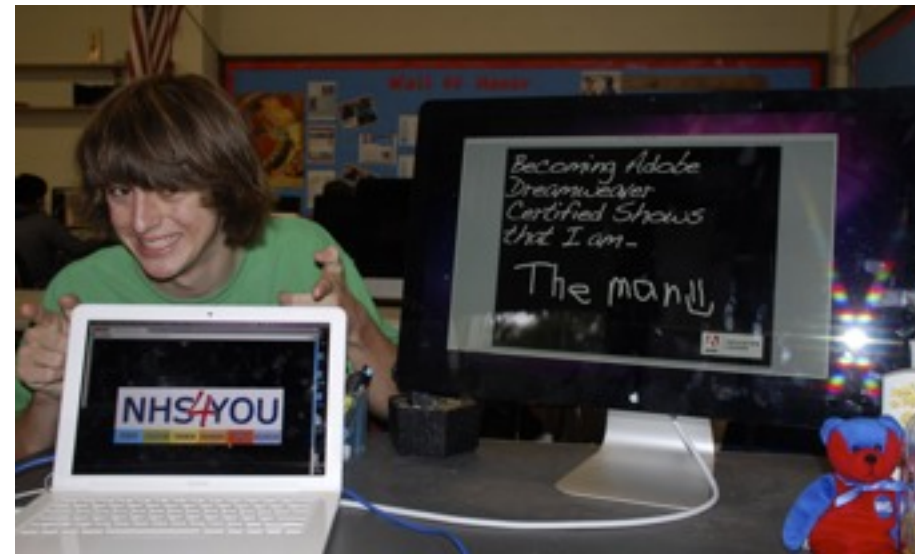
*Learn . Explore . Share*

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**CERTIPORT**  
Atlanta • Birmingham • Austin

- Photoshop
- Dreamweaver
- Flash
- Premiere

The presentation cover features a vertical strip of images on the left: a group of diverse students, a student working on a laptop, and two students at a computer workstation. The Adobe logo is prominently displayed in the center, with the word 'Adobe' in a large, bold, black font below it. The text 'Learn . Explore . Share' is written in a smaller, italicized font. Below that is the name 'Leni Dallen' and her contact information. At the bottom, the 'CERTIPORT' logo is shown with the cities Atlanta, Birmingham, and Austin listed below it. A list of Adobe products (Photoshop, Dreamweaver, Flash, Premiere) is provided on the left side of the cover.



[http://mrscullen.com/images/adobe\\_certificationpresentation.pdf](http://mrscullen.com/images/adobe_certificationpresentation.pdf)

<http://www.mrscullen.com/adobecelebrationevent.html>

# **Race to the Top**

# District Determined Measure

During the 2013 – 2014 school year students in the iPad Publishing course will progress in their ability to create and implement a file structure organization system, which aligns with the process of publishing files through the folio panel in InDesign. By the end of the semester 75% of students will have used a proper file structure organization system to publish their folios to the Adobe Viewer application on the iPad.

Examples provided from a Web Design course but the same goal could be applied.

Pre-Assessment:

[http://docs.google.com/a/natickps.org/forms/d/1Phm-ST\\_m6R\\_1W-0TJ-DhfsTB40bJ80GTKTrrXpSvKj0/viewform](http://docs.google.com/a/natickps.org/forms/d/1Phm-ST_m6R_1W-0TJ-DhfsTB40bJ80GTKTrrXpSvKj0/viewform)

Mid-Check:

<https://docs.google.com/a/natickps.org/forms/d/1As0ZITKcMss-xFMJjX-2gK9iBAfpBU7Y1FECFR3RvI/viewform>

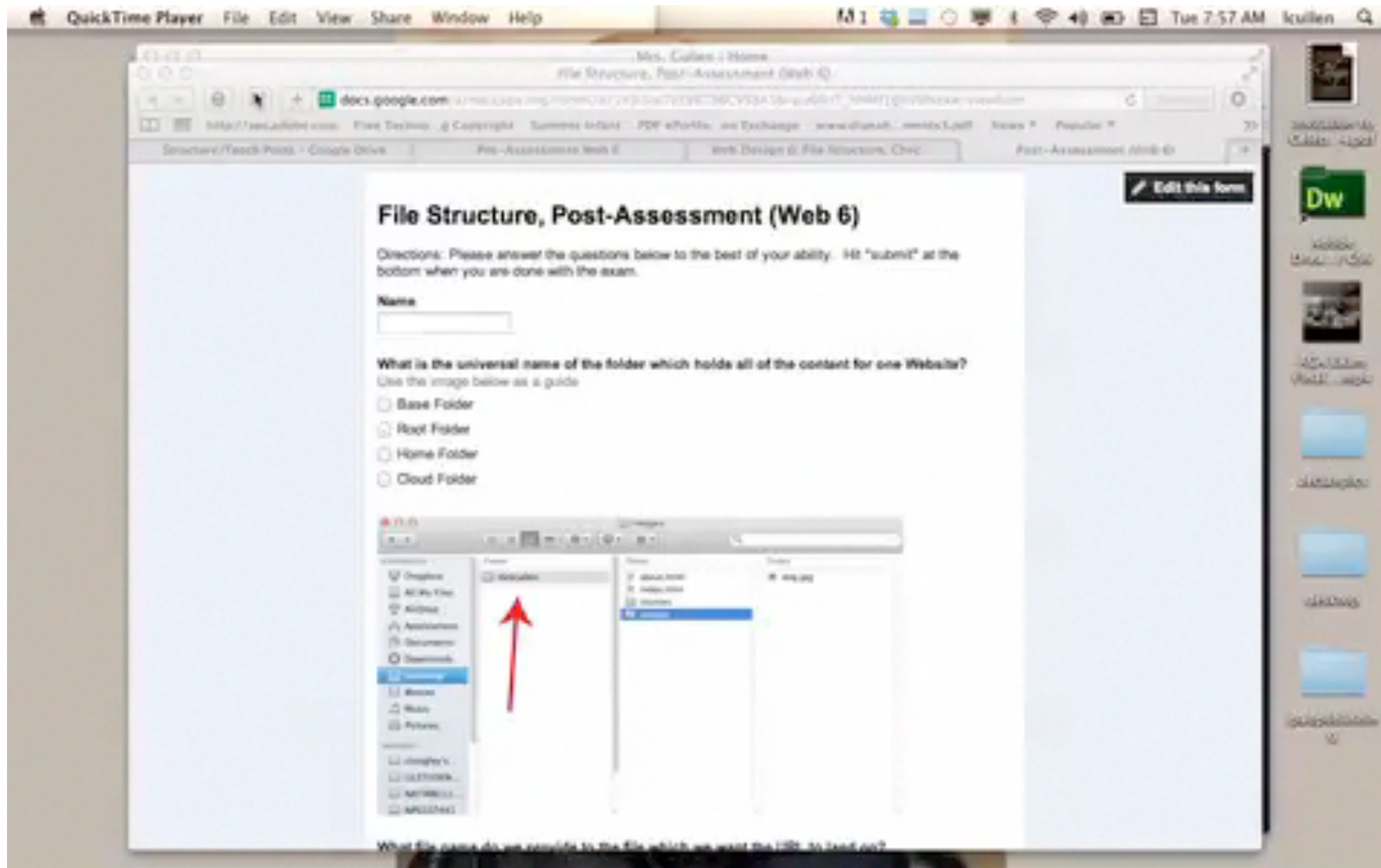
Post-Assessment:

[https://docs.google.com/a/natickps.org/forms/d/1n9i5mTVEVRTb6CVS8A56-yJy69nT\\_hHMf1gfIVNNexw/viewform](https://docs.google.com/a/natickps.org/forms/d/1n9i5mTVEVRTb6CVS8A56-yJy69nT_hHMf1gfIVNNexw/viewform)





# Delivery Process



View slide in presentation mode to watch the video included above.

# Data

## Overall Growth for Web 6

Element	Average Score	Increase in Growth
Pre-Assessment	54%	
Mid-Check	70%	16%
Post-Assessment	81%	11% (overall = 27%)

## Overall Growth for Web 7

Element	Average Score	Increase in Growth
Pre-Assessment	50%	
Mid-Check	68%	18%
Post-Assessment	81%	13% (overall = 31%)

## Growth Chart for Both Classes

Element	Average Score	Increase in Growth
Pre-Assessment	52%	
Mid-Check	69%	17%
Post-Assessment	81%	12% (overall = 29%)

# Data, Student Break Down

## Web 6

Total Number of Students	Number of Students on Sped/504	Time of Class
25	2	Semester I Blue Day, 9:40 - 11:00

## Web 7

Total Number of Students	Number of Students on Sped/504	Time of Class
25	0	Semester I Blue Day, 11:27 - 12:52

## Additional Data (breakdown)

I. Personal Breakdown: [http://mrscullen.com/images/teachpointanalysis2013\\_2014.pdf](http://mrscullen.com/images/teachpointanalysis2013_2014.pdf)

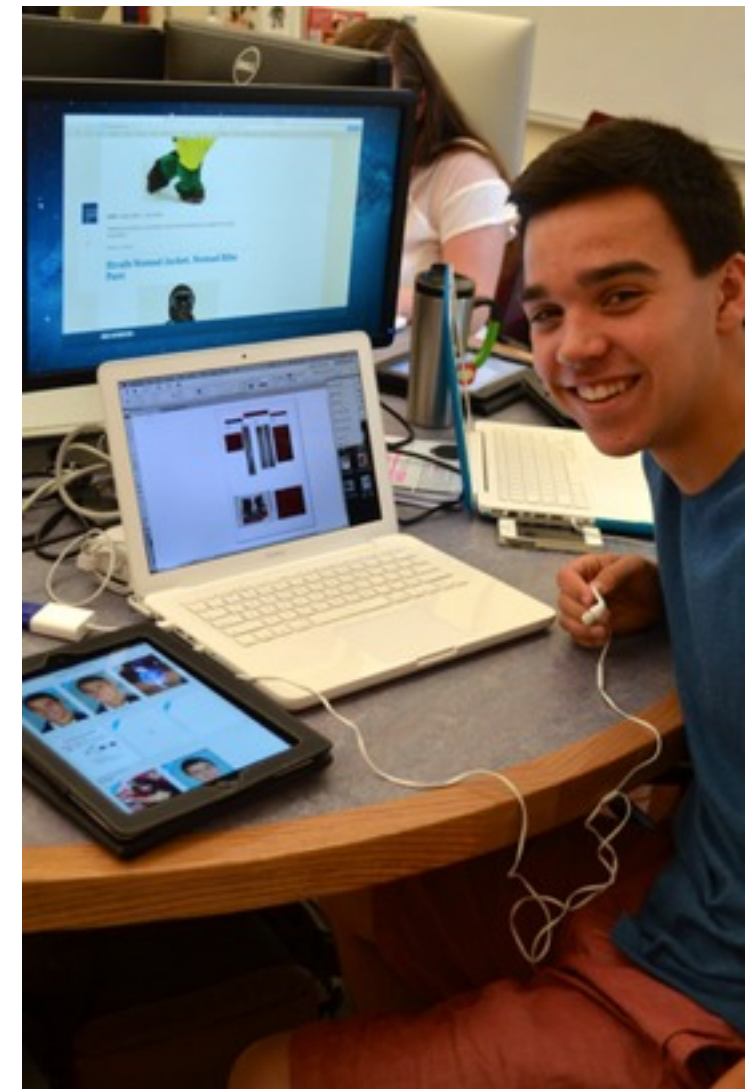


# #CreateEdu





# Questions and Answers



# Session Survey

<https://www.surveymonkey.com/s/7PL9MGT>

## AEL, iPad Publishing Curriculum

### 1. AEL, iPad Publishing Curriculum



#### \* 1. Did this session meet all of your expectations?

- This class met all of my expectations
- This class met some of my expectations
- This class met some of my expectations some of the time
- This class met a few of my expectations
- This class did not meet any of my expectations

Other (please specify)

#### \* 2. Would you recommend this session to other teachers who are interested in technology or related curriculum and why?

- Yes
- Maybe
- No

Other (please specify)

# Questions and Answers

