

iPad Publishing

02/25/2013

Technology

iPad Publishing

Course Number: 487

Discipline: Technology

Grade Level: 9-12

Course Length: 1 Semester

Credits: 2.5

Course Description: This course provides examination of the print production cycle, from concept through finishing, as well as hands-on creation of print-ready digital files utilizing Adobe Creative Suite applications. In addition, introduction to Apple iPad app development and content creation. The course will enable students to work more effectively with printers and online publishing while providing the creative capabilities of industry vendors. Additional emphasis on software proficiency, digital prepress, color reproduction, typography, green design and the creation of PDF files for digital or conventional printing.

21st Century Student Learning Expectations:

- Use technology as a tool to research, organize, evaluate and communicate information
- Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy.
- Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies.

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Unit: Unit 3, Design Principles

Enduring Understanding:	<ul style="list-style-type: none"> Students will be aware of good design vs. poor design in terms of publishing content for digital devices.
Essential Questions:	<ul style="list-style-type: none"> Does the marketing displays at retail stores affect the shopper decision in terms of what they buy and how much they buy?
Unit Objectives: (#) shows mapping to MA Frameworks	<ul style="list-style-type: none"> Students will be able to demonstrate through the creation of an .indd file how photography composition can affect the attraction and usability of a published file. Students will be able to communicate their knowledge of creating attractive published files, which focus on photography composition, trends and design principles through class notes and worksheets as well as a formative assessment. Students will be able to identify through already published files that of poor design and well focused design while determining where the use of photography composition, design principles and trends made a difference in either a positive or negative manner. <p> Basic Operations, Gr.9-12: 1.1, 1.6, 1.7 Word Processing/Desktop Publishing, Gr. 9-12: 1.8 & 1.10 Multimedia, Gr. 9-12: 1.32, 1.33, 1.34 & 1.35 Ethics, Gr. 9-12: 2.4 Society, Gr. 9-12: 2.10 & 2.11 Problem Solving, Gr. 9-12: 3.5 Communication, Gr. 9-12: 3.6 & 3.7 </p>
Assessment Activities:	<ul style="list-style-type: none"> Design Principles, Unit Test http://mrscullen.com/images/designquiz.swf
Vocabulary:	<ul style="list-style-type: none"> Color association, trends, photography composition, contrast, repetition, proximity, alignment, leading lines, unique angles, rule of thirds, anticipate the moment, fill the frame, framing, capture emotion, relationship, interaction & trends: calendars, maps, type, body and caption type, headlines, playing with numbers, scan reads, linear pull-outs, quote bubble, color, artifacts, transparencies & cut-outs,
Common Learning Activities/Labs:	<ul style="list-style-type: none"> Design Principles Assignment, Notes (see links below) Design Principles Presentation (see links below) Trends Presentation (see links below) Photography Composition Presentation (see links below) Color Association with Feelings (see links below)

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Project Based Learning Activities:	<ul style="list-style-type: none">• Placing your own trends in .indd file
21 st Century Student Learning Expectations:	<ul style="list-style-type: none">• Mastery of the technologies being used

Unit: Unit 3, Design Principles

What components are essential and non-essential?

- **Introduction**
 - Design Principles Presentation
<http://mrscullen.com/images/introdesignhandbook.swf>
 - Photography Composition Presentation
<http://mrscullen.com/images/photographycomposition.pdf>
 - Trends Presentation
<http://mrscullen.com/images/trends.pdf>
 - Color Association with Feelings
<http://www.color-wheel-pro.com/color-meaning.html>
- **Projects**
 - Design Principles Assignment
http://mrscullen.com/images/ipp_designprinciplesassignment.pdf
- **Assessments**
 - Design Principles Formative Assessment
<http://mrscullen.com/images/designquiz.swf>