

Palomar College ROP

Page Layout and Design I

Occupational Knowledge and Skills

- 1 EQUIPMENT OPERATIONS**
- A Performs basic computer operation including proper start up and shut down procedures.
 - B Performs quick search and launches files and applications.
 - C Utilizes network, stores and exchanges information.
 - D Performs basic troubleshooting techniques relating to files, printing, peripherals and network.
 - E Identifies system requirements for software usage.
- 2 TERMINOLOGY**
- A Explains computer terminology related to system operations.
 - B Applies design terminology of proximity, alignment, repetition, contrast, texture, values, shape and color.
 - C Demonstrates knowledge of typography including weight, personality and readability.
 - D Defines key terms related to the electronic design industry and can distinguish between word processing, page layout, web design and other graphics or animation software uses.
 - E Identifies basic Internet terminology including popular acronyms.
 - F Interprets copyright laws.
- 3 PERIPHERALS**
- A Operates and identifies a variety of peripherals including printers, external storage devices, scanners and digital cameras.
 - B Applies proper procedure in attaching or detaching peripheral devices.
 - C Knows how to check cables and software for peripheral troubleshooting.
- 4 FILE MANAGEMENT AND INTEGRATION**
- A Creates, saves, moves, copies, opens, closes, and deletes files.
 - B Moves, creates backups and copies files to various peripherals.
 - C Selects various file formats in relation to final output.
 - D Manipulates files for downsizing and space considerations.
 - E Integrates software applications.
 - F Demonstrates ability to manage fonts.
- 5 CREATIVE AND TECHNICAL PROCESS OF PROJECT MANAGEMENT**
- A Demonstrates an understanding of conceptualization techniques to include brainstorming, thumbnails and group project interaction.
 - B Incorporates project budgetary considerations.
 - C Selects appropriate layout format, proportions and copy placement using grids and guidelines.
 - D Sets goals, defines objectives and meets timelines.
 - E Differentiates between a variety of marketing pieces.
 - F Demonstrates knowledge of pre-press output and service bureau guidelines.
 - G Integrates graphics and text.
 - H Identifies and analyzes audience and determines most effective format.
- 6 DESIGN PRINCIPLES AND ELEMENTS**
- A Uses shapes, color, line, textures, value, contrast and typography.
 - B Uses negative and positive space.
 - C Establishes visual relationships through repetition and contrast.
 - D Uses symmetrical and asymmetrical design.

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|--------------------------|---|--|
| <input type="checkbox"/> | E | Applies symbolism in design. |
| <input type="checkbox"/> | F | Creates logos. |
| <input type="checkbox"/> | G | Performs text runaround, "pull quotes," and drop caps. |
| <input type="checkbox"/> | H | Identifies capabilities and limitations of electronic design. |
| <input type="checkbox"/> | I | Transforms and manipulates images. |
| <input type="checkbox"/> | J | Distinguishes between raster and vector-based images. |
| <input type="checkbox"/> | K | Uses master pages, layer palettes and style sheets. |
| <input type="checkbox"/> | L | Uses inline graphics. |
| <input type="checkbox"/> | M | Uses masking and clipping paths. |
| <input type="checkbox"/> | N | Creates custom paths with basic and graduated fills. |
| 7 | | TYPOGRAPHY |
| <input type="checkbox"/> | A | Demonstrates knowledge of typeface classifications. |
| <input type="checkbox"/> | B | Identifies x-height, baseline, ascenders, descenders and their roles in measuring and designing with type. |
| <input type="checkbox"/> | C | Applies dingbats, bullets, rules and symbols. |
| <input type="checkbox"/> | D | Uses leading, kerning and tracking. |
| <input type="checkbox"/> | E | Converts type into outlines. |
| <input type="checkbox"/> | F | Uses special character set. |
| <input type="checkbox"/> | G | Demonstrates awareness of key historical developments of typography and current trends. |
| <input type="checkbox"/> | H | Identifies and relates font personalities. |
| <input type="checkbox"/> | I | Produces curved or special effects type. |
| 8 | | COLOR MANAGEMENT |
| <input type="checkbox"/> | A | Distinguishes between spot versus process. |
| <input type="checkbox"/> | B | Distinguishes between print and other media. |
| <input type="checkbox"/> | C | Uses color matching systems. |
| <input type="checkbox"/> | D | Evaluates and corrects color, tone and sharpness. |
| <input type="checkbox"/> | E | Creates positive/negative color images. |
| <input type="checkbox"/> | F | Demonstrates abilities in overprints and knockouts. |
| 9 | | LAYOUT SOFTWARE Student demonstrates ability in: |
| <input type="checkbox"/> | A | Acrobat |
| <input type="checkbox"/> | B | PageMaker |
| <input type="checkbox"/> | C | QuarkXpress |
| <input type="checkbox"/> | D | InDesign |
| <input type="checkbox"/> | E | MS Office |
| <input type="checkbox"/> | F | Publisher |
| 10 | | GRAPHIC SOFTWARE Student demonstrates ability in: |
| <input type="checkbox"/> | A | Photoshop |
| <input type="checkbox"/> | B | Illustrator |
| <input type="checkbox"/> | C | Fireworks |
| <input type="checkbox"/> | D | Type Styler |
| <input type="checkbox"/> | E | Corel Draw/Photopaint |
| <input type="checkbox"/> | F | Freehand |
| <input type="checkbox"/> | G | Painter |
| <input type="checkbox"/> | H | ImageReady |
| 11 | | WEB DESIGN SOFTWARE Student demonstrates ability in: |
| <input type="checkbox"/> | A | Netscape Composer |

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- B Dreamweaver
- C Flash
- D Fireworks
- E Pagemill
- F ImageReady
- G FrontPage
- H Adobe Golive

12 ANIMATION SOFTWARE Student demonstrates ability in:

- A 3D
- B Animation Master
- C Flash
- D ImageReady
- E LiveMotion
- F Director

Workplace Skills and Behavior

1 BASIC JOB PREPARATION

- A Works independently and collaboratively.
- B Respects and understands diversity.
- C Is punctual and dependable.
- D Meets standards of neatness and grooming.

2 OCCUPATIONAL-SPECIFIC JOB SKILLS

- A Communicates and presents design ideas and implementation.
- B Communicates the technical aspects and terminology of the graphic communications industry.
- C Communicates concepts such as "branding", "image" and "target audience".
- D Communicates use and value of "creative brief".
- E Works well with minimal supervision and direction.
- F Demonstrates understanding of the organization and job functions within the graphics industry.
- G Demonstrates knowledge of related career opportunities.
- H Demonstrates ability to manage tasks and successfully work to multiple deadlines.
- I Demonstrates knowledge of project management, including concepts of planning, time management, overhead cost and profit margin.

3 SAFETY AND RULES

- A Respects individual classroom and school safety rules in the computer lab.
- B Understands industry guidelines.
- C Demonstrates knowledge of OSHA regulations.
- D Practices proper ergonomics.

Job Acquisition Skills/Lifelong Learning

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- A Completes an appropriate resume and job application.
- B Practices job interview techniques.
- C Awareness of advanced career and educational opportunities and the need for continuous education.
- D Prepares a portfolio.