

**Florida Department of Education
CURRICULUM FRAMEWORK**

Program Title: Digital Publishing
Program Type: Job Preparatory
Occupational Area: Business Technology Education
Components: Core and Five Occupational Completion Points

	<u>Secondary</u>		<u>PSAV</u>
Program Number:	8209500		B070638
CIP Number:	0507.080103		0507.080103
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
	STENOGRAPH @4 @7 G		STENOGRAPH @4 @7 G
	TEC ELEC \$7 G		TEC ELEC \$7 G
[OCP C, D, and E Only]			
Additional certification 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 I, General Office Clerk II, Desktop Publisher, Computer Graphics Designer, and Multimedia Designer.

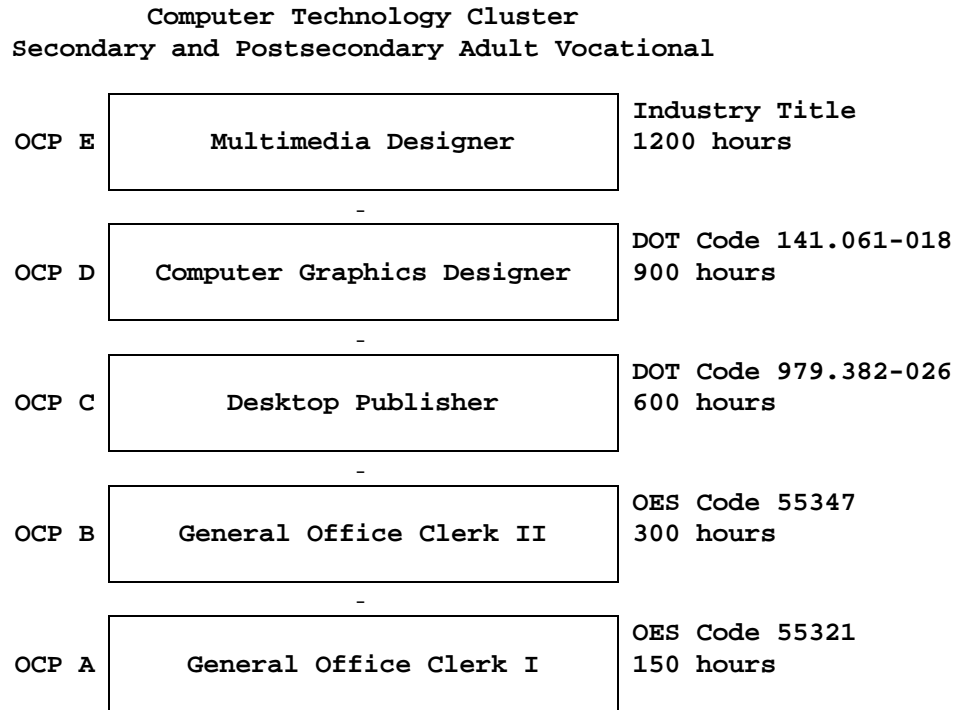
This program offers a broad foundation of knowledge and skills to prepare students for employment in digital publishing positions. The content includes enhanced practical experiences in computer generated art and text, graphic design, graphic production, electronic design skills, preparation of electronic 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 - OCP A and Business Systems and Technology 2 - OCP B) and three 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:



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
 8209030 - Business Systems and Technology 2

 8209510 - Digital Publishing 1
 8209520 - Digital Publishing 2
 8209530 - Digital Publishing 3
 8209540 - Digital Publishing 4
 8209550 - Digital Publishing 5
 8209560 - Digital Publishing 6

- 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
GENERAL OFFICE CLERK I - OES Code 55321

- 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: 09.01, 09.02, 09.03, 09.04, 09.05, 09.06, 09.07, 09.08.]
- 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.]

OCCUPATIONAL COMPLETION POINT - DATA CODE B

GENERAL OFFICE CLERK II - OES Code 55347

- 01.0 Demonstrate knowledge, skill, and application of information systems to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 01.07, 01.08, 01.09, 01.10, 01.11, 01.12.]
- 02.0 Apply communication skills (reading, writing, speaking, listening, and viewing) in a courteous, concise, and correct manner on personal and professional levels. [Student Performance Standards: 02.07, 02.08, 02.09.]
- 03.0 Use technology to enhance the effectiveness of communications in order to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 03.03, 03.04, 03.05, 03.06, 03.08, 03.09, 03.10.]
- 04.0 Use information to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 04.03.]

- 05.0 Analyze current and emerging workplace trends and issues and determine potential impact on career and job objectives and workplace performance. [Student Performance Standards: 05.03, 05.04.]
- 06.0 Develop an awareness of management functions and organizational structures as they relate to today's workplace and employer/employee roles. [Student Performance Standards: 06.03, 06.04.]
- 07.0 Practice quality performance in the learning environment and the workplace. [Student Performance Standards: 07.03, 07.04.]
- 08.0 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: 08.04, 08.05.]
- 09.0 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: 09.05.]
- 10.0 Assess personal strengths and weaknesses as they relate to job objectives, career exploration, personal development, and life goals. [Student Performance Standards: 10.03, 10.04.]
- 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: 11.05, 11.06, 11.07.]
- 12.0 Demonstrate human relations/interpersonal skills appropriate for the workplace. [Student Performance Standards: 12.01, 12.02.]
- 13.0 Perform office functions and responsibilities to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 13.01, 13.02, 13.03.]

OCCUPATIONAL COMPLETION POINT - DATA CODE C

DESKTOP PUBLISHER - DOT Code 979.382-026

Intended outcomes of OCP A and OCP B 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:

- 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: 11.10, 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 Standards: 48.01, 48.02, 48.03, 48.04, 48.05, 48.06, 48.07, 48.08.]
- 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, 50.07, 50.08, 50.09, 50.10, 50.11.]
- 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, 52.11.]
- 53.0 Demonstrate proficiency in digital imaging. [Student Performance Standards: 53.01, 53.02, 53.03, 53.04, 53.05. 53.06, 53.07, 53.08, 53.09.]

OCCUPATIONAL COMPLETION POINT - DATA CODE D

COMPUTER GRAPHICS DESIGNER - DOT Code 141.061-018

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 Computer Graphics Designer and the student will be able to:

- 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: 48.09.]
- 52.0 Demonstrate proficiency in digital publishing operations. [Student Performance Standards: 52.10, 52.11, 52.12, 52.13, 52.14. 52.15, 52.16, 52.17. 52.18, 52.19.]
- 53.0 Demonstrate proficiency in digital imaging. [Student Performance Standards: 53.10, 53.11, 53.12, 53.13.]

OCCUPATIONAL COMPLETION POINT - DATA CODE E

MULTIMEDIA DESIGNER - Industry Title

Intended outcomes of OCP A, OCP B, OCP C, and OCP D must be completed previously. After completing the following additional competencies, the student will have achieved the occupational completion point of Multimedia 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: 11.09, 11.11, 11.12.]
- 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: 48.10, 48.11, 48.12.]
- 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, 53.15, 53.16, 53.17.]
- 54.0 Demonstrate proficiency in multimedia presentation. [Student Performance Standards: 54.01, 54.02, 54.03, 54.04, 54.05. 54.06, 54.07, 54.08, 54.09, 54.10, 54.11, 54.12, 54.13, 54.14, 54.15, 54.16, 54.18, 54.19, 54.21, 54.22, 54.23, 54.25, 54.26, 54.27, 54.28, 54.29, 54.30, 54.31, 54.32.]

July 2001

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Digital Publishing
Secondary Number: 8209500
Postsecondary Number: B070638

OCCUPATIONAL COMPLETION POINT - DATA CODE A
GENERAL OFFICE CLERK I - 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.

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. —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 GENERAL OFFICE CLERK II - OES 55347

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

INFORMATION SYSTEMS

01.0 DEMONSTRATE KNOWLEDGE, SKILL, AND APPLICATION OF INFORMATION SYSTEMS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 01.07 Enhance proficiency with touch keyboarding skills (speed and accuracy) to enter and manipulate data. LA.B.1.4.3
- 01.08 Use current and emerging computer technology and software to perform personal and business-related tasks, solve problems, and organize and communicate information. LA.B.2.4.4
- 01.09 Troubleshoot problems with computer hardware, peripherals, and other office equipment.
- 01.10 Use communications and networking systems to perform tasks and solve problems in business environments. LA.D.2.4.4
- 01.11 Describe ergonomic principles important to the configuration of computer workstations. HE.B.2.4.1
- 01.12 Describe ethical issues and problems associated with computers and information systems. LA.D.2.4.6

WORKPLACE COMMUNICATIONS

- 02.0 APPLY COMMUNICATION SKILLS (READING, WRITING, SPEAKING, LISTENING, AND VIEWING) IN A COURTEOUS, CONCISE, AND CORRECT MANNER ON PERSONAL AND PROFESSIONAL LEVELS—The student will be able to:
- 02.07 Select and use modes of communications appropriate to specific job and workplace situations. LA.B.2.4.4, LA.C.3.4.2, LA.C.1.4.3
 - 02.08 Select and use standard written communication formats used for professional and business communication. LA.B.1.4.2, LA.B.1.4.3
 - 02.09 Use professional business vocabulary appropriate for internal and external communications in business environments. LA.B.2.4.2
- 03.0 USE TECHNOLOGY TO ENHANCE THE EFFECTIVENESS OF COMMUNICATIONS IN ORDER TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:
- 03.03 Use the writing process to create business-related documents appropriate to the subject matter, purpose, and audience.
 - 03.04 Revise and edit business-related documents to ensure correct grammar, spelling, punctuation, and format.
 - 03.05 Use database, spreadsheet, and integrated software packages to enhance written business communications.
 - 03.06 Use presentation software to enhance personal and professional communications.
 - 03.08 Use computer networks (e.g., Internet, on-line databases, e-mail) to facilitate collaborative or individual learning and communication. LA.B.2.4.2, LA.B.2.4.4
 - 03.09 Explore current and emerging telecommunication systems. LA.B.2.4.4
 - 03.10 Discuss communication systems—cultural, organizational, technological, and interpersonal. LA.D.1.4.2
- 04.0 USE INFORMATION TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:
- 04.03 Respond to and utilize information derived from multiple sources (e.g., written documents, instructions, e-mail) to solve business problems and complete business tasks. LA.B.2.4.1, LA.A.2.4.8

CURRENT TRENDS/ISSUES IN THE WORKPLACE

- 05.0 ANALYZE CURRENT AND EMERGING WORKPLACE TRENDS AND ISSUES AND DETERMINE POTENTIAL IMPACT ON CAREER AND JOB OBJECTIVES AND WORKPLACE PERFORMANCE—The student will be able to:
- 05.03 Identify, define, and discuss current trends and issues that impact global and local business/workplace environments. SS.D.2.4.6, LA.D.2.4.1
 - 05.04 Communicate (individually and in groups) current and emerging business trends and recommend strategies for controlling the impact of these trends on personal and professional levels.

MANAGEMENT

- 06.0 DEVELOP AN AWARENESS OF MANAGEMENT FUNCTIONS AND ORGANIZATIONAL STRUCTURES AS THEY RELATE TO TODAY'S WORKPLACE AND EMPLOYER/EMPLOYEE ROLES—The student will be able to:
- 06.03 Design, implement, and evaluate organizational structures for managing project teams.
 - 06.04 Demonstrate an awareness of the employee's role in maintaining

productive business environments in today's workplace.

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

07.03 Routinely assess personal performance and identify and implement strategies for improvement.

07.04 Assess peers and/or group members' performance in order to develop and implement strategies for improvement.

08.0 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:

08.04 Develop and implement a plan for maintaining quality service and production in a workplace, business, or learning environment.

08.05 Facilitate focus group discussions regarding service, supervision, and ethical considerations that impact the workplace, business, or learning environment.

COMPUTATION AND FINANCE

09.0 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—The student will be able to:

09.05 Use common standards of measurement in solving work-related or business problems (e.g., length, weight, currency, time).
MA.A.3.4.3

JOB READINESS AND CAREER DEVELOPMENT

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

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

10.04 Reassess and analyze individual talents, interests, and personal characteristics and relate to desired career options.

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:

11.05 Refine and implement a plan to facilitate personal growth and skill development related to anticipated job requirements and career expectations.

11.06 Demonstrate an awareness of specific job requirements and career paths (e.g., requirements, characteristics needed) in business environments. LA.C.3.4.4

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

HUMAN RELATIONS/INTERPERSONAL SKILLS

12.0 DEMONSTRATE HUMAN RELATIONS/INTERPERSONAL SKILLS APPROPRIATE FOR THE WORKPLACE—The student will be able to

- 12.01 Accept constructive criticism. SS.B.1.4.5
- 12.02 Apply appropriate strategies to manage conflict in work situations. LA.D.1.4.2, SS.B.1.4.5, HE.B.3.4.5

ADMINISTRATIVE OFFICE PROCEDURES

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

- 13.01 Perform office tasks (e.g., filing and records management, scheduling, reprographics, and mail handling). LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.2, LA.C.3.4.2
- 13.02 Demonstrate effective telephone techniques and procedures for handling incoming calls and placing outgoing calls.
- 13.03 Demonstrate knowledge of ethical behavior in a business environment (e.g., confidentiality of information, employee right to know, hiring practices, etc.).

OCCUPATIONAL COMPLETION POINT - DATA CODE C

DESKTOP PUBLISHER DOT 979.382-026

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

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.
- 11.12 Present a portfolio to an audience.

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.
- 20.38 Discuss the use of technology in a digital publishing environment.
- 20.39 Compare and contrast the software applications used in a digital publishing environment.

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).
- 48.02 Demonstrate an understanding of all functions of a computer.
- 48.03 Utilize appropriate font management techniques (e.g., TrueType, postscript, install and remove fonts).
- 48.04 Perform storage management (e.g., hard drive, floppy disk).
- 48.05 Perform maintenance of computers and peripherals.

- 48.06 Perform computer management skills (e.g., install and remove software).
 - 48.07 Perform storage management activities using a variety of devices (e.g., opticals, CD ROM, panels, monitors, modems, zip drives, jazz drives).
 - 48.08 Complete disk utilities and virus protection activities.
- 49.0 DEMONSTRATE KNOWLEDGE OF DIGITAL PUBLISHING CONCEPTS—The student will be able to:
- 49.01 Identify the skills needed by a digital publisher.
 - 49.02 Define commonly used terms in graphic communications.
 - 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.
 - 49.06 Demonstrate knowledge of copyright laws.
- 50.0 PERFORM DECISION-MAKING ACTIVITIES—The student will be able to:
- 50.01 Determine work priorities.
 - 50.02 Evaluate and select appropriate software packages to complete assigned tasks.
 - 50.03 Evaluate information to be used and choose relevant material.
 - 50.04 Determine the audience.
 - 50.05 Demonstrate an understanding of various advertising mediums.
 - 50.06 Recognize and maintain ethical standards.
 - 50.07 Compare and select appropriate multimedia tools.
 - 50.08 Present and defend design projects.
 - 50.09 Determine project budgets.
 - 50.10 Determine project specifications.
 - 50.11 Determine when to use a service bureau or a print shop.
- 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.
 - 51.02 Paste up mechanical elements electronically.
 - 51.03 Prepare rough layout designs.
 - 51.04 Copyfit and markup using type sizes and styles.
 - 51.05 Identify elements of design.
- 52.0 DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS—The student will be able to:
- 52.01 Key with speed and accuracy to meet industry standards.
 - 52.02 Produce designs integrating all elements of design.
 - 52.03 Complete projects using a variety of fonts, sizes, leading, and alignments.
 - 52.04 Produce electronic illustrations using digital publishing software.
 - 52.05 Output projects using a variety of devices (e.g., printers, imagesetters).
 - 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 tabs and indents.

- 52.10 Prepare output files using pre-press preparations (e.g., color separation, font management, file management, use of postscript fonts, etc.).
- 52.11 Read work orders and prepare electronic files that meet all specifications.

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

- 53.01 Demonstrate proper use of a scanner/slide scanner.
- 53.02 Crop and scale photographs and line art electronically.
- 53.03 Demonstrate an understanding of formats and modes (e.g., EPS, TIFF, PICT, JPEG, ASCII, binary).
- 53.04 Demonstrate use of image editing software.
- 53.05 Complete projects using proper resolution and screen values (e.g., PPI, LPI, DPI).
- 53.06 Produce electronically retouched photographs.
- 53.07 Produce projects using a digital camera.
- 53.08 Scan multiple documents.
- 53.09 Proofread electronically and manually.

OCCUPATIONAL COMPLETION POINT - DATA CODE D

COMPUTER GRAPHICS DESIGNER - DOT 141.061-018

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

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.
- 20.38 Discuss the use of technology in a digital publishing environment.
- 20.39 Compare and contrast the software applications used in a digital publishing environment.

DIGITAL PUBLISHING

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

- 48.09 Update existing software to new versions.

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

- 52.10 Produce a variety of designs using layout/paste-up software.
- 52.11 Produce documents integrating all elements of design using balance and continuity.
- 52.12 Design a document using grids and formats.
- 52.13 Produce projects using illustration.
- 52.14 Produce camera-ready projects.
- 52.15 Perform integrated functions using various software applications.
- 52.16 Create documents using advanced features in layout/paste-up software.
- 52.17 Create electronic mechanicals.
- 52.18 Produce projects using white space.
- 52.19 Design logos using type.

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.
- 53.11 Apply the use of proper resolution and screen values (e.g., PPI, LPI, DPI in documents).
- 53.12 Produce projects using line art, halftone, duotone, and four-color processes.
- 53.13 Produce electronically retouched photographs using tones, hues, and values.

OCCUPATIONAL COMPLETION POINT - DATA CODE E

MULTIMEDIA DESIGNER - INDUSTRY TITLE

Intended outcomes of OCP A, OCP B, OCP C, and OCP D 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:

- 11.09 Create an electronic resume.
- 11.11 Create an electronic portfolio.
- 11.12 Present a portfolio to an audience.

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.
- 20.39 Compare and contrast the software applications used in a digital publishing environment.
- 20.40 Discuss the management/supervisors skills needed in a digital publishing environment.

DIGITAL PUBLISHING

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

- 48.10 Identify presentation equipment.
- 48.11 Demonstrate all the functions of presentation equipment.
- 48.12 Demonstrate the use of multimedia equipment.

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

- 52.20 Produce a variety of designs integrating multimedia software.
- 52.21 Produce multiple color designs using proper color balance for presentation.
- 52.22 Create electronic presentations.

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

- 53.14 Apply special effects to photographs.

- 53.15 Apply special effects to art.
- 53.16 Emphasize, interpret, and establish mood and emotion using illustrations.
- 53.17 Apply special effects to projects.

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

- 54.01 Create visually rich pages for presentations.
- 54.02 Generate presentations with fully integrated text and images.
- 54.03 Capture visually rich paper documents for use on-line.
- 54.04 Create PDF files.
- 54.05 Select appropriate fonts for on-screen presentation.
- 54.06 Create links.
- 54.07 Optimize images for the Web (e.g., file size, transmission time).
- 54.08 Build pages for multimedia presentations and standards.
- 54.09 Link multimedia elements into Web-delivered documents.
- 54.10 Create animated GIFs.
- 54.11 Create and edit QuickTime movies for presentations.
- 54.12 Create a CD containing digital publishing advertising.
- 54.13 Create desktop presentations.
- 54.14 Create buttons.
- 54.15 Assemble a movie using time unit and duration features.
- 54.16 Compile a movie using special effects.
- 54.18 Create a movie with sound.
- 54.19 Create animated text.
- 54.21 Create a demo of a product.
- 54.22 Create spinning graph effects using motion.
- 54.23 Create a motion control project for export.
- 54.25 Complete projects using authoring programs (e.g., Macromedia Director).
- 54.26 Demonstrate use of the Internet.
- 54.27 Create projects using a video camera and/or various media files.
- 54.28 Complete projects using editing software.
- 54.29 Apply advanced multimedia techniques using the Overview Documents function.
- 54.30 Create presentations using scripts.
- 54.31 Apply advanced multimedia techniques.
- 54.32 Create presentations using color effects.

July 2001

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.
- 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. —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.).

July 2001

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Secondary Course Number: 8209030
Course Title: Business Systems and Technology 2
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to build upon the experiences and content of Business Systems and Technology 1 so that a fundamental core of knowledge, skills, and

attitudes required for today's business environment is established. Emphasis is placed on developing proficiency with database, spreadsheet, presentation, and integrated software applications as tools for accomplishing business related job objectives and enhancing workplace performance. After successful completion of the Business Technology Education Core courses (Business Systems and Technology 1 and 2), students will have met Occupational Completion Point - Data Code B, General Office Clerk II - OES 55347.

INFORMATION SYSTEMS

01.00 DEMONSTRATE KNOWLEDGE, SKILL, AND APPLICATION OF INFORMATION SYSTEMS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 01.07 Enhance proficiency with touch keyboarding skills (speed and accuracy) to enter and manipulate data. LA.B.1.4.3
- 01.08 Use current and emerging computer technology and software to perform personal and business related tasks, solve problems, and organize and communicate information. LA.B.2.4.4
- 01.09 Troubleshoot problems with computer hardware, peripherals, and other office equipment. LA.D.2.4.4
- 01.10 Use communications and networking systems to perform tasks and solve problems in business environments.
- 01.11 Describe ergonomic principles important to the configuration of computer workstations. HE.B.2.4.1
- 01.12 Describe ethical issues and problems associated with computers and information systems. LA.D.2.4.6

WORKPLACE COMMUNICATIONS

02.00 APPLY COMMUNICATION SKILLS (READING, WRITING, SPEAKING, LISTENING, AND VIEWING) IN A COURTEOUS, CONCISE, AND CORRECT MANNER ON PERSONAL AND PROFESSIONAL LEVELS—The student will be able to:

- 02.07 Select and use modes of communications appropriate to specific job and workplace situations. LA.B.2.4.4, LA.C.3.4.2, LA.C.1.4.3
- 02.08 Select and use standard written communication formats used for professional and business communication. LA.B.1.4.2, LA.B.1.4.3
- 02.09 Use professional business vocabulary appropriate for internal and external communications in business environments. LA.B.2.4.2

03.00 USE TECHNOLOGY TO ENHANCE THE EFFECTIVENESS OF COMMUNICATIONS IN ORDER TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 03.03 Use the writing process to create business-related documents appropriate to the subject matter, purpose, and audience.
- 03.04 Revise and edit business-related documents to ensure correct grammar, spelling, punctuation, and format.
- 03.05 Use database, spreadsheet, and integrated software packages to enhance written business communications.
- 03.06 Use presentation software to enhance personal and professional communications.
- 03.08 Use computer networks (e.g., Internet, on-line databases, e-mail) to facilitate collaborative or individual learning and communication. LA.B.2.4.2, LA.B.2.4.4
- 03.09 Explore current and emerging telecommunication systems. LA.B.2.4.4
- 03.10 Discuss communication systems—cultural, organizational, technological, and interpersonal. LA.D.1.4.2

04.0 USE INFORMATION TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

04.03 Respond to and utilize information derived from multiple sources (e.g., written documents, instructions, e-mail) to solve business problems and complete business tasks. LA.B.2.4.1, LA.A.2.4.8

CURRENT TRENDS/ISSUES IN THE WORKPLACE

05.0 ANALYZE CURRENT AND EMERGING WORKPLACE TRENDS AND ISSUES AND DETERMINE POTENTIAL IMPACT ON CAREER AND JOB OBJECTIVES AND WORKPLACE PERFORMANCE—The student will be able to:

05.03 Identify, define, and discuss current trends and issues that impact global and local business/workplace environments.
SS.D.2.4.6, LA.D.2.4.1

05.04 Communicate (individually and in groups) current and emerging business trends and recommend strategies for controlling the impact of these trends on personal and professional levels.

MANAGEMENT

06.0 DEVELOP AN AWARENESS OF MANAGEMENT FUNCTIONS AND ORGANIZATIONAL STRUCTURES AS THEY RELATE TO TODAY'S WORKPLACE AND EMPLOYER/EMPLOYEE ROLES—The student will be able to:

06.03 Design, implement, and evaluate organizational structures for managing project teams.

06.04 Demonstrate an awareness of the employee's role in maintaining productive business environments in today's workplace.

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

07.03 Routinely assess personal performance and identify and implement strategies for improvement.

07.04 Assess peers and/or group members' performance in order to develop and implement strategies for improvement.

08.0 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:

08.04 Develop and implement a plan for maintaining quality service and production in a workplace, business, or learning environment.

08.05 Facilitate focus group discussions regarding service, supervision, and ethical considerations that impact the workplace, business, or learning environment.

COMPUTATION AND FINANCE

09.0 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—The student will be able to:

09.05 Select and use the correct mathematical process to solve complex

problem situations that are typical of business settings and use formulas when appropriate. MA.A.3.4.3

JOB READINESS AND CAREER DEVELOPMENT

- 10.0 ASSESS PERSONAL STRENGTHS AND WEAKNESSES AS THEY RELATE TO JOB OBJECTIVES, CAREER EXPLORATION, PERSONAL DEVELOPMENT, AND LIFE GOALS—The student will be able to:
- 10.03 Analyze job and career requirements and relate career interests to opportunities in the global economy.
 - 10.04 Reassess and analyze individual talents, interests, and personal characteristics and relate to desired career options.
- 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:
- 11.05 Refine and implement a plan to facilitate personal growth and skill development related to anticipated job requirements and career expectations.
 - 11.06 Demonstrate an awareness of specific job requirements and career paths (e.g., requirements, characteristics needed) in business environments. LA.C.3.4.4
 - 11.07 Demonstrate an awareness of the potential impact of local and global trends on career plans and life goals.

HUMAN RELATIONS/INTERPERSONAL SKILLS

- 12.0 DEMONSTRATE HUMAN RELATIONS/INTERPERSONAL SKILLS APPROPRIATE FOR THE WORKPLACE—The student will be able to:
- 12.01 Accept constructive criticism. SS.B.1.4.5
 - 12.02 Apply appropriate strategies to manage conflict in work situations. LA.D.1.4.2, SS.B.1.4.5, HE.B.3.4.5

ADMINISTRATIVE OFFICE PROCEDURES

- 13.0 PERFORM OFFICE FUNCTIONS AND RESPONSIBILITIES TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:
- 13.01 Perform office tasks (e.g., filing and records management, scheduling, reprographics, and mail handling). LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.D.2.4.2, LA.C.3.4.2
 - 13.02 Demonstrate effective telephone techniques and procedures for handling incoming calls and placing outgoing calls.
 - 13.03 Demonstrate knowledge of ethical behavior in a business environment (e.g., confidentiality of information, employee right to know, hiring practices, etc.).

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Secondary Course Number: 8209510
Course Title: Digital Publishing 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 and 2, students will have met Occupational Completion Point - Data Code C, Desktop Publisher - DOT Code 979.382-026.

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

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 DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS—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

53.0 DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING—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

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209520
Course Title: Digital Publishing 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 1 and 2, students will have met Occupational Completion Point - Data Code C, Desktop Publisher - DOT Code 979.382-026.

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

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
- 52.08 Design with type using kerning, tracking, horizontal/vertical scale, baseline shift, etc. LA.B.1.4.3
- 52.09 Produce projects using tabs and indents. LA.B.1.4.3
- 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.

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

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209530
Course Title: Digital Publishing 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 and 4, students will have met Occupational Completion Point - Data Code D, Computer Graphics Designer - DOT Code 141.061-108.

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

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

- 52.10 Produce a variety of designs using layout/paste-up software. LA.D.2.4.4
- 52.11 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

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209540
Course Title: Digital Publishing 4
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 3 and 4, students will have met Occupational Completion Point - Data Code D, Computer Graphics Designer - DOT Code 141.061-018.

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
- 52.19 Design logos using type. 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

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209550
Course Title: Digital Publishing 5
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 5 and 6, students will have met Occupational Completion Point - Data Code E, Multimedia 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
- 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:

- 48.10 Identify presentation equipment. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3
- 48.11 Demonstrate all the functions of presentation equipment. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3
- 48.12 Demonstrate the use of multimedia equipment. 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
- 52.21 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 DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING—The student will be able to:

- 53.14 Apply special effects to photographs. LA.D.2.4.4
- 53.15 Apply special effects to art. LA.D.2.4.4

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

- 54.01 Create visually rich pages for 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
- 54.02 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
- 54.03 Capture visually rich paper documents for use on-line. 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
- 54.05 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
- 54.06 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
- 54.10 Create animated GIFs. 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
- 54.15 Assemble a movie using time unit and duration features. 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
- 54.22 Create spinning graph effects using motion. 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
- 54.25 Complete projects using authoring programs (e.g., Macromedia Director). 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
- 54.26 Demonstrate use of the Internet. 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
- 54.28 Complete projects using editing software. 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

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209560
Course Title: Digital Publishing 6
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).

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

- 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 multimedia 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 multimedia 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
- 54.11 Create and edit QuickTime movies for 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, 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
- 54.12 Create a CD containing digital publishing advertising.
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
- 54.16 Compile a movie using special effects. 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
- 54.18 Create a movie with sound. 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
- 54.19 Create animated text. 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
- 54.21 Create a demo of a product. 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
- 54.23 Create a motion control project for export. 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
- 54.27 Create projects using a video camera and/or various media 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
- 54.28 Complete projects using editing software. 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
- 54.29 Apply advanced multimedia techniques using the Overview Documents
function. 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
- 54.30 Create presentations using scripts. 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
- 54.31 Apply advanced multimedia techniques. 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

54.32 Create presentations using color effects. 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