

Digital Publications Design

Course Description:

Digital Publications Design introduces students to the principles and techniques of professional design and media production using Adobe Creative Cloud software. Students will gain hands-on experience with Adobe InDesign, Adobe Photoshop, and Adobe Premiere Pro, developing a strong foundation in graphic design, photo editing, and video production. Each unit will culminate in a capstone project where students apply their skills to create a portfolio-worthy piece.

This course emphasizes creativity, technical proficiency, and the practical application of digital media tools in various industries, preparing students for future educational and career opportunities in design, media, and communication.

Course Objectives:

By the end of this course, students will:

1. Understand the fundamentals of layout and publication design using Adobe InDesign.
2. Develop skills in photo editing, manipulation, and enhancement with Adobe Photoshop.
3. Master basic video editing techniques with Adobe Premiere Pro.
4. Create professional-grade projects that demonstrate proficiency in each software.
5. Apply design principles and critical thinking to solve creative challenges.

Course Outline:

Unit 1: Adobe InDesign - Layout and Publication Design (Weeks 1-6)

- Topics covered to include:
 - Introduction to Adobe InDesign interface and tools
 - Typography and text formatting
 - Designing brochures, flyers, and magazines
 - Working with grids, columns, and master pages
 - Exporting projects for print and digital formats
 - Capstone Project - Design a multi-page magazine or newsletter

Unit 2: Adobe Photoshop - Photo Editing and Graphic Design (Weeks 7-12)

- Topics covered to include:
 - Introduction to Adobe Photoshop interface and tools
 - Image editing: cropping, resizing, and retouching
 - Working with layers, masks, and blending modes
 - Creating digital artwork and advertisements
 - Color correction and photo manipulation techniques
 - Capstone Project - Create a visually striking poster or advertisement

Unit 3: Adobe Premiere Pro - Video Production and Editing (Weeks 13-18)

- Topics covered to include:
 - Introduction to Adobe Premiere Pro interface and tools
 - Importing and organizing video and audio files
 - Basic editing techniques: trimming, transitions, and effects
 - Adding titles, captions, and motion graphics
 - Exporting videos for various platforms
 - Capstone Project - Produce a short promotional video or highlight reel

Student Evaluation:

The use of various procedures that students of all abilities can be successful. Any student who is having difficulty should notify the instructor immediately. Students and parents may access PowerSchool to see students' grades at any time.

Evaluation	Method of Evaluation	% of Grade
Assessments/Major Projects	Tests, Projects, etc	60%
Daily Activities/Minor Projects/Employability Skills	Weekly assignments (notes, vocabulary, classwork)/Work ethic in classroom, bellringers, etc.	40%

Grading Scale:

The traditional scale for grading is used. However, it is important that you read the following sections: Grading Policy and Grading Scheme, to understand how the grades are determined in this class.

Grading Policy:

This course uses a competency-based grading system. Assignments that do not demonstrate the intended competency will be returned with edits requested. Students who revise the work and submit revisions within 48 hours will receive full credit for the assignment according to the course Grading Scheme. As such, the focus of this course is on mastery, rather than on penalizing errors. Therefore, it is advised that students submit their assignments at least 24 hours before the due date if at all possible.

Assignments are due on the dates scheduled (due dates will be given on the same day as the assignment), but late assignments (those submitted up to 24 hours after the due date) will be considered for partial credit. Assignments submitted more than 48 hours late will not be accepted and no credit will be awarded. Any missed course requirement or assignment will result in a lowered grade. The instructor reserves the right to adjust a course grade in exceptional circumstances by using plus and minus grades. No incomplete grades will be assigned in Digital Publications Design.

You can keep track of your progress in the course by checking your grades in PowerSchool throughout the semester. Before submitting assignments, please review all assignment instructions on Google Classroom to ensure you meet all the requirements and competencies for each assignment.

Grading Scheme:

Grade	Description
A	All assignments and activities adequately completed by the dates specified in the assignment instructions.
B	All assignments and activities adequately completed. No more than two assignments are submitted late (within 48 hours of the due date).
C	Most assignments and activities adequately completed. Three or more assignments are submitted late (within 48 hours of the due date).
D	Some missing assignment(s) OR more than 4 unexcused absences.*
F	Some missing assignment(s) AND more than 4 unexcused absences.*

*Instructor reserves the right to consider extenuating circumstances regarding absences

Personal Responsibility:

In this Digital Publications Design course, personal responsibility is a core theme that underpins every aspect of our learning. Students will explore how their decisions, habits, and actions influence not only their immediate academic success but also their long-term and professional lives. To instill this value, students are expected to take ownership of their work, meet deadlines, and demonstrate accountability in all class activities. This includes completing assignments on time, actively participating in discussions, and seeking help when needed. These skills are not only essential for success in this course but are critical for navigating real-world challenges in their future careers and personal lives.

To emphasize the importance of personal responsibility, the grading scheme in this class reflects the impact of timely and consistent effort. Missing or incomplete assignments will significantly affect students' grades, as each task is designed to build essential skills and knowledge. This approach mirrors real-life consequences, where failing to meet responsibilities can hinder progress and opportunities. By maintaining high standards and clear expectations, this course aims to prepare students for success beyond the classroom while encouraging habits of responsibility, self-discipline, and proactive problem-solving. Parents and guardians, your support in reinforcing these values at home will be invaluable in helping students embrace and grow from this learning experience.

Completer Status:

In order for this course to count towards your completer status in the Business Management & Administration/Marketing program, you must finish the class with a 70 or higher.

Attendance:

The attendance policy is outlined in the Lee County Schools Student Handbook and the Beulah High School Student Handbook. Make-up work must be completed on the day the student returns from an excused absence. All work missed due to an unexcused absence will not be allowed to be made up.

Materials Needed:

- Access to a computer with Adobe Creative Cloud installed (provided in the classroom)
- USB drive for saving projects.
- Notebook and pen/pencil for notes and planning.

Capstone Projects and Portfolio:

At the end of each unit, students will complete a capstone project that showcases their understanding of the software and their creativity. These projects will be compiled into a digital portfolio that students can use for future educational and career opportunities.

Classroom Management Procedures/Daily Expectations:

1. Be on time to class. Three tardies to class will result in disciplinary action.
2. Come to class prepared, ready to work, and actively participate every day.
3. Students should remain seated until the teacher has dismissed them. When dismissed, make sure your workstation is clean and your chair is completely pushed under your workstation.

Classroom Rules:

1. There should be no disruptive behavior during class.
2. All communication in class should remain professional - profanity, sexual remarks, and discouraging comments to other students will not be tolerated.
3. Any student caught cheating will receive a grade of zero as well as disciplinary action.
4. Cell phones are not allowed. Your cell phone should only be used when given explicit permission by administration or the teacher. The cell phone policy is outlined in the Lee County Schools Student Handbook and the Beulah High School Student Handbook.
5. Passes out of class are limited, just like time off in the workplace.

Computer Lab Rules:

1. There is no food allowed in the computer lab. Drinks are allowed but only as outlined in the Beulah High School Student Handbook (drink must only be in a container that has a top that can be fastened/screwed on to prevent spills). Drinks must be kept on the floor and away from computers.
2. Keep your workstation clean, neat, and orderly - this includes clear of trash, or moving chairs from station to station.
3. Do not change or attempt to change any settings on the computer. These settings are controlled by the Lee County Board of Education.
4. Computer Equipment should be treated with respect. Do not mark on any computer hardware, remove labels, modify settings, surf inappropriate sites, etc.
5. If there are problems with computer equipment, notify the teacher.
6. Students should never print without the teacher's permission
7. All computer use must have an educational basis. There should be no video games or YouTube videos without the teacher's permission.
8. Never share your username or password. If you are locked out of an account, please let the teacher know.
9. Students should not touch other students' computers - this includes shutting down, unplugging devices, etc.
10. At the end of class each day, students should always log out of their accounts.

Classroom Consequences:

The infractions listed above as well as offenses listed in the handbook will typically be handled in the following manner but are subject to teacher discretion based on severity and number of occurrences:

- 1st offense - verbal warnings
- 2nd offense - teacher interventions (detention, parent conference/contact)
- 3rd offense - disciplinary referrals

This page will be returned to class on the day after it is received by the student. This is your student's first opportunity to exercise personal responsibility as this is their first assignment.

Electronic Device Student Agreement:

By initialing below you are stating that you have reviewed and understand Coach Claybrook's rules specifically to the usage of electronic devices in the classroom:

- I understand that my priority in this class is always my schoolwork.
Initial here: _____
 - I understand that I am expected to keep my cell phone out of sight/out of mind or give it to Coach Claybrook to secure each block during class.
Initial here: _____
 - I understand that if I am violating the expectations regarding electronic devices, I am affecting my employability skills grade and could lose my privileges altogether.
Initial here: _____
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Confirmation of Syllabus:

By signing this agreement you are stating that you have received a copy of the syllabus for the Business Management & Administration/Marketing program at Beulah High School. Please review this document, sign, date, and return this page as evidence that you are familiar with the class, rules, and expectations.

Printed Name of Student

Signature of Student

Date

Printed Name of Parent/Guardian

Signature of Parent/Guardian

Date