

CTE Course Description and Standards Crosswalk

- The information on page 1 must be entered directly into the EED CTE Web Portal (log in at <https://www.eed.state.ak.us/tls/cte/perkins> with your district credentials)
- Then this entire form can be submitted by using the “Click here Provide Supporting Documentation” link on the Web Portal, or by emailing it to ctegrants@alaska.gov.

Basic CTE Course Information

Course Information	
Course Name	Commercial/Yearbook Publishing
Course Number	BB750
Number of High School Credits	.5
Sequence or CTEPS (You must first have the Sequence or CTEPS name put into the system.)	Digital Arts
Occupational Standards	
Source of Occupational Standards	ISTE
Names/Numbers of Occupational Standards	Technology Operations and Concepts [D]
Registration Information	
Course Description (brief paragraph – as shown in your student handbook or course list)	This course will teach students to understand, develop, and use the techniques found in the occupational field of commercial publishing. May be taken for practical or creative arts. Students will produce documents for print, web and/or media rich electronic files. Ready to work skills are necessary to meet publishing deadlines. Elements of layout design and elements of photo composition skills will be developed. May be repeated for credit. Students earning a B or better are eligible for 1 college credit as part of the Tech Prep agreement. Journalism skills will be developed.
Instructional Topic Headings (please separate each heading by a semi-colon)	Commercial reporting, writing, revising and editing text; Produce publishable page layouts and graphics for a variety of purposes; Apply elements of design for page layouts and graphic design concepts; Apply visual communication techniques for creative and innovative projects
Summative Assessments and Standards	
Technical Skills Assessment	Y
Course addresses Alaska GLEs	Y
Course addresses Employability Standards	Y
Course addresses Cultural Standards	Y
Course addresses All Aspects of Industry (AAI)	Y
Career & Technical Student Organization (CTSO)	
CTSO associated with this course	BPA
Tech Prep	
Current Tech Prep Articulation Agreement? (Y/N)	Y
Date of Current Agreement	4-2011
Postsecondary Institution Name	Kenai Peninsula College

DISTRICT NAME: Kenai Peninsula School District

Postsecondary Course Name	Desktop Publishing
Postsecondary Course Number	CIOS A154A
# of Postsecondary Credits	1 credit

Additional CTE Course Information

Author	
Course developed by	Darren Jones and Donna Bartman
Course adapted from	Previous Version
Date of last course revision	11-2011
Course Delivery Model	
Is the course brokered through another institution or agency? (Y/N)	N
Certificate, Credential, or License	
Industry-recognized skill certificate, credential, or state license that a student is eligible for upon successful completion of the course?	N
Issuing body/organization/agency	n/a

Standards Alignment

Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standards	Alaska Reading, Writing, Math, & Science Standards	Alaska Employability Standards	Alaska Cultural Standards	All Aspects of Industry	Formative Assessment
Demonstrate an ability to listen, speak, and write effectively in different situations for a variety of purposes and audiences.		R2.1a W4.2		D4	Community Issues	Presentation
Correctly use the computer as a publishing tool for both electronic and proper media.	ISS 8			B4	Technical	Lab
Select and use multiple strategies, technology, and other resources to solve problems and complete projects independently and cooperatively.	ISS 8	W4.2	A1	C4	Planning	Lab Assignment
Demonstrate an ability to use research, reasoning, and reflection to explain the career field by commercial publishing.	MBEA 17	R4.5a	B2		Technical	Observation
Develop and demonstrate an awareness of the key role language plays in the transmission of culture.		R4.11		B4		Presentation

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Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standards	Alaska Reading, Writing, Math, & Science Standards	Alaska Employability Standards	Alaska Cultural Standards	All Aspects of Industry	Formative Assessment
Convey long-term consequences of publication actions with regard to ethical and legal issues.	IT XVI NBEA B12 B14	R.2W.4	A.1 A.5 A.7	E7	Tech / Prod PC	Observation

Instructional Resources

List the major instructional resources used for this course: (websites, textbooks, essential equipment, reference materials, supplies)

[Elements of Graphic Design Basics Classes \(about.com\)](http://about.com)

[Basic Guidelines and Requirements \(about.com\)](http://about.com)

LifeTouch Yearbooks: lifetouch.com Tutorials: (Requires password)

<https://onlineyearbooks.lifetouch.com/Login.aspx?ReturnUrl=%2fBook%2fBuild.aspx%3fpageNo%3d72%26subJobType%3d0&pageNo=72&subJobType=0>