Business Education Planned Course: Microsoft Publisher

State Curriculum Standards: 1.1.11C Use knowledge of root words and words from literary works to recognize and understand the meaning of new words during reading. Use these words accurately in speaking and writing.
1.1.11E Establish a reading vocabulary by identifying and correctly using new words acquired through the study of their relationships to other words. Use a dictionary or related reference.
1.1.11F Understand the meaning of and apply key vocabulary across the various subject areas.
1.2.11A Read and understand essential content of informational texts and documents in all academic areas.

- Differentiate fact from opinion across a variety of texts by using complete and accurate information, coherent arguments and points of view.
- Distinguish between essential and nonessential information across a variety of sources, identifying the use of proper references or authorities and propaganda techniques where present.
- Use teacher and student established criteria for making decisions and drawing conclusions.
- Evaluate text organization and content to determine the author's purpose and effectiveness according to the author's theses, accuracy, thoroughness, logic and reasoning.

3.6.10A Apply knowledge of information technologies of encoding, transmitting, receiving, storing, retrieving and decoding.

- Describe the proper use of graphic and electronic communication systems.
- Apply a variety of advanced mechanical and electronic drafting methods to communicate a solution to a specific problem.
- Apply and analyze advanced communication techniques to produce an image that effectively conveys a message (e.g., desktop publishing, audio and/or video production).
- Illustrate an understanding of a computer network system by modeling, constructing or assembling its components.

3.6.12B Analyze knowledge of information technologies of processes encoding, transmitting, receiving, storing, retrieving and decoding.

- Apply and analyze advanced information techniques to produce a complex image that effectively conveys a message (e.g., desktop publishing, audio and/or video production).
- Analyze and evaluate a message designed and produced using still, motion and animated communication techniques.

- Describe the operation of fiber optic, microwave and satellite informational systems.
- Apply various graphic and electronic information techniques to solve real world problems (e.g., data organization and analysis, forecasting, interpolation).

3.7.10A Identify and safely use a variety of tools, basic machines, materials and techniques to solve problems and answer questions.

- Select and safely apply appropriate tools, materials and processes necessary to solve complex problems.
- Apply advanced tool and equipment manipulation techniques to solve problems.

3.7.10C Apply basic computer operations and concepts.

- Identify solutions to basic hardware and software problems.
- Apply knowledge of advanced input devices.
- Apply knowledge of hardware setup.
- Describe the process for basic software installation and demonstrate it.
- Analyze and solve basic operating systems problems.
- Apply touch keyboarding skills and techniques at expectable speed and accuracy.
- Demonstrate the ability to perform basic software installation.

3.7.10D Utilize computer software to solve specific problems.

- Identify legal restrictions in the use of software and the output of data.
- Apply advanced graphic manipulation and desktop publishing techniques.
- Apply basic multimedia applications.
- Apply advanced word processing, database and spreadsheet skills.
- Describe and demonstrate how two or more software applications can be used to produce an output.
- Select and apply software designed to meet specific needs.

3.7.10E Apply basic computer communications systems.

- Identify and explain various types of on-line services.
- Identify and explain the function of the parts of a basic network.
- Describe and apply the components of a web page and their function.
- Explain and demonstrate file transfer within and out side of a computer network.
- Identify, describe and complete advanced on-line research.

3.7.10A Apply advanced tools, materials and techniques to answer complex questions.

- Demonstrate the safe use of complex tools and machines within their specifications.
- Select and safely apply appropriate tools, materials and processes necessary to solve complex problems that could result in more than one solution.
- Evaluate and use technological resources to solve complex multi-step problems.

3.7.12C Evaluate computer operations and concepts as to their effectiveness to solve specific problems.

- Describe and demonstrate atypical software installation.
- Analyze and solve hardware and advanced software problems.
- Assess and apply multiple input and output devices to solve specific problems.

3.7.12D Evaluate the effectiveness of computer software to solve specific problems.

- Evaluate the effectiveness of software to produce an output and demonstrate the process.
- Design and apply advanced multimedia techniques.
- Analyze, select and apply the appropriate software to solve complex problems.
- Evaluate the effectiveness of the computer as a presentation tool.
- Analyze the legal responsibilities of computer users.

3.7.12E Assess the effectiveness of computer communications systems.

- Assess the effectiveness of a computer based communications system.
- Transfer files among different computer platforms.
- Analyze the effectiveness of on-line information resources to meet the needs for collaboration, research, publications, communications and productivity.
- Apply knowledge of protocol standards to solve connectivity problems.

Business Education Planned Course: Microsoft Publisher

Unit: **Creating and Editing a Publication**

Content Standard: **Creating basic publications using Microsoft Publisher, including editing, saving and printing.**

Course Content	Student Performance	Resources	Assessments
A. Starting and Customizing Publisher B. Creating a Publication C. The Publisher Window D. Speech Recognition E. Entering Text F. Saving New Publication G. Using Graphic H. Moving/Resizing Objects I. Saving an Existing Publication J. Printing a Publication K. Quitting Publisher L. Opening a Publication M. Modifying a Publication N. Creating a Webpage From a Publication O. Publisher Help System	• Start and quit Publisher • Describe the Publisher window • Edit text and graphics • Use the best fit feature to adjust font size • Edit a synchronized object • Replace a picture • Resize and delete objects • Correct spelling errors • Save and print a publication • Open a publication • Convert to a Web publication and publish • Use the Publisher help system to answer questions	• Microsoft Office Publisher 2003 Complete Concepts and Techniques (Shelly Cashman Series – Thomson, 2004) • Teacher-made evaluation materials • Teacher-made supplementary material • Microsoft Office Publisher 2003 Illustrated Series (Elizabeth Eisner Reading) supplementary	• Guided preparation of samples publications • Individual preparation publications • Apply Your Knowledge activity • In the lab activities • Project 1 exam **Enrichment:** • Learn-it-Online classroom activities • Cases and places activities

Business Education Planned Course: Microsoft Publisher

Unit: **Designing a Newsletter**

Content Standard: **Designing a variety of newsletters and editing newsletters using all basic features of Microsoft Publications.**

Course Content	Student Performance	Resources	Assessments
A. The Newsletter Medium B. Designing Newsletter	• Describe advantages of using a newsletter medium and identify the steps in its design process	• Microsoft Office Publisher 2003 Complete Concepts and Techniques (Shelly Cashman Series – Thomson, 2004) • Teacher-made evaluation materials • Teacher-made supplementary material • Microsoft Office Publisher 2003 Illustrated Series (Elizabeth Eisner Reading) supplementary	• Guided preparation of samples publications • Individual preparation publications • Apply Your Knowledge activity • In the lab activities • Project 2 exam
C. Editing the Newsletter Template	• Edit a newsletter template • Insert, delete and navigate pages in newsletter		
D. Editing the Masthead	• Edit a masthead		
E. Importing Files F. Saving an Intermediate Copy of the Newsletter	• Import text files and graphics		
G. Working with Personal Information Sets H. Editing Stories in Microsoft Word I. Editing the Design Set	• Edit personal information components, design sets, attention getters, styles and sidebars		**Enrichment:** • Learn-it-Online classroom activities • Cases and places activities
J. Word Art K. Using Graphics in Newsletter	• Insert WordArt object and pull quote		
L. Adding Page Numbers to Master Page	• Add pages numbers to master page		
N. Checking Newsletter for Errors	• Identify foreground and background elements		
O. Checking Newsletter for Design Errors	• Check newsletter for spelling and design errors		
P. Printing Two-Sided Page	• Print two-sided page		

Unit: **Publishing a Tri-fold Brochure**

Content Standard: **Creating photographs and Microsoft Publishers font schemes in a variety of tri-fold brochures.**

Course Content	Student Performance	Resources	Assessments
A. The Brochure Medium B. Creating a Tri-Fold Brochure C. Custom Color Schemes D. Replacing Text E. Font Schemes Styles F. Formatting Fonts and Paragraphs G. Using Photographs and Images in Brochure H. Creating Logo from Scratch I. Outside Printing J. Packing the Publication for Printing Service	• Discuss advantages of the brochure medium • Use the Brochure Options task pane • Create a custom color scheme • Edit placeholder text and personal information components • Format fonts and paragraphs • Describe the use of photographs versus images • Insert a photograph from a file • Create a logo from scratch using AutoShapes • Create a composite object in the scratch area • Group and ungroup objects • Choose appropriate printing services, paper and color libraries • Prepare a publication for outside printing • Use Pack and Go Wizard	• Microsoft Office Publisher 2003 Complete Concepts and Techniques (Shelly Cashman Series – Thomson, 2004) • Teacher-made evaluation materials • Teacher-made supplementary material • Microsoft Office Publisher 2003 Illustrated Series (Elizabeth Eisner Reading) supplementary	• Guided preparation of samples publications • Individual preparation publications • Apply Your Knowledge activity • In the lab activities • Project 3 exam **Enrichment:** • Learn it Online classroom activities • Cases and places activities

Business Education Planned Course: Microsoft Publisher

Unit: **Personalizing and Customizing Publications with Information Sets**

Content Standard: **Creating company letterheads, business cards, envelopes and mail merge features through Microsoft Publisher information sets.**

Course Content	Student Performance	Resources	Assessments
A. Creating Letterhead From Scratch B. Using Layout and Ruler Guides C. Personal Information Sets D. Creating Company Letterhead E. Searching for and Editing Photographs F. Using Measurement Toolbar G. Creating Lower Portion of Letterhead Using an Automatic Date H. Business Cards I. Envelopes J. Using Mail Merge Feature K. Websites	• Start Publisher with a blank publication • Edit layout and ruler guides • Create a personal information set • Use letterhead production techniques to create a letterhead • Format an object with a gradient fill differentiating among tints, shades, patterns and textures • Crop a photograph • Use the Measurement toolbar to position objects • Explain character spacing techniques • Format using the Format Painter • Create business card • Create an envelope • Create an address list and labels • Use fill codes to merge and address lists with a main document • Use the Easy Web Site Builder to create a simple Web page	• Microsoft Office Publisher 2003 Complete Concepts and Techniques (Shelly Cashman Series – Thomson, 2004) • Teacher-made evaluation materials • Teacher-made supplementary material • Microsoft Office Publisher 2003 Illustrated Series (Elizabeth Eisner Reading) supplementary	• Guided preparation of samples publications • Individual preparation publications • Apply Your Knowledge activity • In the lab activities • Project 4 exam **Enrichment:** • Learn it Online classroom activities • Cases and places activities

Business Education Planned Course: Microsoft Publisher

Unit: **Creating Business Forms and Tables**

Content Standard: **Creating business forms and tables using templates, styles and drop caps.**

Course Content	Student Performance	Resources	Assessments
A. Creating Invoices	• List common business forms • Create an invoice template	• Microsoft Office Publisher 2003 Complete Concepts and Techniques (Shelly Cashman Series – Thomson, 2004) • Teacher-made evaluation materials • Teacher-made supplementary material • Microsoft Office Publisher 2003 Illustrated Series (Elizabeth Eisner Reading) supplementary	• Guided preparation of samples publications • Individual preparation publications • Apply Your Knowledge activity • In the lab activities • Project 5 exam **Enrichment:** • Learn it Online classroom activities • Cases and places activities
B. Creating Styles	• Use styles and drop caps		
C. Using Drop Cap			
D. Working with Tabs and Markers	• Set a tab stop		
E. Coupons			
F. BorderArt	• Create a border using BorderArt		
G. Custom Size Publications	• Add a shadow effect		
H. Using Tables	• Create and format tables • Navigate through table cells to enter data		
I. Calendar Web Page	• Insert Design Gallery calendars • Format a Navigation bar		

Business Education Planned Course: Microsoft Publisher

Unit: **Creating an E-Commerce Website**

Content Standard: **Using Microsoft Publisher to create a web page from scratch.**

Course Content	Student Performance	Resources	Assessments
A. Creating Web Page From Scratch	• Create a Web page from scratch • Start Publisher with a blank Web publication • Make Web design choices • Use textured background	• Microsoft Office Publisher 2003 Complete Concepts and Techniques (Shelly Cashman Series – Thomson, 2004) • Teacher-made evaluation materials • Teacher-made supplementary material • Microsoft Office Publisher 2003 Illustrated Series (Elizabeth Eisner Reading) supplementary	• Guided preparation of samples publications • Individual preparation publications • Apply Your Knowledge activity • In the lab activities • Project 6 exam
B. Form Controls	• Insert form controls • Distribute objects • Edit form control data names and set return values		
C. HTML Code Fragments	• Define option button groups • Add items to a list box • Specify command button objects		
D. Visual Basic for Applications	• Insert a picture hyperlink • Add alternative text to a picture hyperlink • Use VBA to create a message box		**Enrichment:** • Learn it Online classroom activities • Cases and places activities
E. Security Levels	• Set the security level in publisher		
F. Checking and Saving Publication			

Business Education Planned Course: Microsoft Publisher

Unit: **Linking a Publisher Publication to an Excel Worksheet**

Content Standard: **Utilizing Microsoft Publisher students will link an Excel worksheet.**

Course Content	Student Performance	Resources	Assessments
A. Linking and Excel Worksheet to Publisher Publication B. Editing Linked Worksheet C. Embedding an Excel Worksheet in Publisher Publication D. Editing an Embedded Worksheet	• Understand object linking and embedding (OLE) • Link an Excel worksheet to a Publisher publication • Print and save a publication containing a linked worksheet • Edit a linked worksheet • Embed an Excel worksheet in a Publisher publication • Edit an embedded worksheet • Save a publication containing an embedded worksheet	• Microsoft Office Publisher 2003 Complete Concepts and Techniques (Shelly Cashman Series – Thomson, 2004) • Teacher-made evaluation materials • Teacher-made supplementary material • Microsoft Office Publisher 2003 Illustrated Series (Elizabeth Eisner Reading) supplementary	• Guided preparation of samples publications • Individual preparation publications • Apply Your Knowledge activity • In the lab activities • Project 7 exam **Enrichment:** • Learn it Online classroom activities • Cases and places activities