Digital Publications Design Course Syllabus 2025-2026

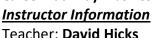**Prerequisite:** Career Preparedness OR Business Software Applications I
Credential: Adobe Certified Professional - Photoshop   **CTSO:** FBLA   **Credit:** 1
Career Pathway: Business Information Technology   **Dual Enrollment:** N/A

Instructor Information

Teacher: **David Hicks**

Room #: B18

Contact: email **david.hicks@acboe.net** or call the school at 334-387-1910 to set up a conference

Also visit www.marburyhighschool.com and click on "Faculty & Staff" to view teacher bio, class schedule, lesson plans, course syllabus, and additional information.

Digital Publications Design Course Description

Digital Publications Design gives students marketable experience in both print and digital publishing. Emphasis is placed on page layout and design, computerized text, graphic art, digital photography, and the use of software to create a variety of publications. Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

Digital Publications Design Course Goals

After completing the course, the student will:

- Research award-winning magazines, newspapers, and other print and digital publications and list exemplary practices to be used as guidelines for creating a publication.
- Design and create enhanced, interactive multimedia projects that utilize various computer software and hardware components.
- Explain the features of various digital file formats.
- Demonstrate methods of organizing and backing up files using file system folders and online file management services.
- Utilize a variety of equipment to create and import digital images.
- Demonstrate the basic techniques of digital photography.
- Explain the importance of setting design goals for publications.
- Select design elements and content based upon the purpose, message, and audience for a publication.
- Produce original, creative, professional, and appealing publication layouts.
- Design page layouts with appropriate proportions, balance, and typography.
- Demonstrate effective writing skills in the development of publications.
- Analyze images for visual, spatial, and functional differences.
- Create publication grids for effective layout of various types of pages.
- Explain the concepts of copyright, libel, trademark, and fair use as they apply to print and digital publications.
- Explain the concepts of censorship as they apply to creating a publication.
- Proofread and correct finished publications.
- Meet deadlines, multitask, and prioritize as needed to produce a publication in an efficient and timely manner.
- Produce a finished, edited publication for a particular audience or purpose.
- Demonstrate the ability to execute the steps in the digital video pre-production process.
- Demonstrate the ability to successfully complete the digital video production process.
- Demonstrate the ability to complete the digital video post-production process.
    - The class will prepare students to take the ACP Adobe Photoshop certification assessment.

Essential Questions *Student course work will answer these essential questions*

- What guidelines are recommended to produce award-winning publications?
- What processes are involved in producing publications?
- What is digital imaging software and how is it used?
- How are quality photographs achieved?
- What are the elements of design?
- What is the importance of setting design goals for publications?
- How do I achieve "well-written" stories and cutlines?
- How do I use all components of media to achieve effective results?
- What are the pre-production, production, and post-production stages for video creation?
- How do I create effective videos?

Student Class Supplies
Black or Blue Pen, Personal Paper, ½" Binder to file graded work and study materials
> *Teacher Wish List (optional donations that would be greatly appreciated):*
> facial tissues, hand sanitizer, paper towels.

Fees and Textbooks
There is a **required $25 fee** for the Digital Publications Design course. This fee offsets software licensing and consumable material needs. There is an **optional $20 fee** to pay all local, state, and national membership dues for FBLA. Separate checks should be made payable to Marbury High School. Students will not be issued a personal textbook.

FBLA Student Organization Integration
All Business students are expected to participate in FBLA (Future Business Leaders of America). FBLA gives students the opportunity to learn business leadership skills, engage in service activities, and compete in Area, State, and National competition. FBLA is an integral, cocurricular component of this course. For more information, see fbla-pbl.org. Students must have a C average or higher and be a paid member to participate in FBLA activities.

Computer and Equipment Usage
Your student is expected to abide by the Autauga County Schools internet usage agreement. Any student caught misusing the equipment and software will be referred to the administration, appropriate action will be taken. Your student will be responsible to pay for any financial loss incurred. *Students should only run software programs and visit websites that they have been given permission to use to complete class assignments.* Violation of this expectation will be handled as a discipline matter.

Grading Policy and Assessments
Student grades will be updated on a regular basis through "PowerSchool" and will be available to parents who have guardian access. Averages are weighted following Autauga County Board of Education policy and all assessments are based on a 100 point system. The grading scale used is as follows: A=90-100, B=80-89, C=70-79, D=60-69, F=0-59. Grades of 0.5 or higher will round up.
- Tests and Projects – 65%
  Tests could be standard specific, mid-chapter, or end of chapter and always graded for accuracy. Project include completed productions, portfolios, presentations or publications, and are graded for quality and accuracy based on provided rubrics.
- Classwork and Homework – 35 %
  Could be reviewed anytime and graded for effort.

I will be glad to inform any student of their current average at any time if asked.
Extra credit will not be available, but there will be multiple opportunities for students to improve their average.
Final average is calculated as 1st quarter average=40%, 2nd quarter average=40%, final exam score=20%
A midterm exam counting 20% will be included in the 1st quarter average with no exemptions.
Final Exam exemption policy: *An "A" average in the class and not more than 5 absences or a "B" average in the class and not more than 3 absences. Any student with a "C" average or below will be required to take final exams.*

Make-Up Work
If a student is absent from class, <u>they</u> are responsible to stay caught up in the curriculum. Excused absences allow for a student to make up missed assignments (points will be deducted for assignments that are turned in late). Students have 3 days following an absence to turn in an excuse or that absence will be considered unexcused. Assessments that are missed due to unexcused absences will result in a zero according to administration policy.

Daily Schedule and Instructional Delivery Plan
Our normal routine will begin with production of daily video project. Once production session is complete, we will have a short bellringer. This time is used to refine yesterday's material or to review a specific concept. New material will then be presented through instructional examples, video instruction and strategies followed by guided practice. Some days will consist of interactive activities, virtual groupwork, or peer tutoring to reinforce learning. On most days there will be some kind of summarizing activity or assessment at the end of class. At the end of the period, classwork may be reviewed as a grade for student participation.

Anchor Project

Over the course of the Semester, students will create a digital portfolio, to include photography, graphic design, and video production assignments posted on a website.

Embedded Numeracy

- Students will apply fractions and percentages to filters and effects.
- Students will calculate precise measurements as it relates to image sizes.

Embedded Literacy

- Students will utilize reading strategies in order to interpret and comprehend material and lab instructions.
- Students will increase literacy and vocabulary skills by defining terms in each unit of the course.

Classroom Rules

1. Be on-time, on-task, and prepared to learn everyday
2. Keep all electronics and distractions put away
3. Be responsible for your own learning
4. Respect the teacher, the classroom, and other students
   *Always be mindful of the school policies and expectations in the student handbook.

Four-Step Discipline Policy

When Class A behavior issues arise, the following system will be followed with documentation in order to address the issue:

(1) Student-Teacher Conference
(2) Parent Notification
(3) Parent-Teacher-Administrator Conference
(4) Referral to Office as Habitual Class A Offender

When Class B-E behavior violations occur, the student will be immediately referred to the Office.

*A tardy student must provide pass from front office before allowed to enter class. Tardies follow the same Class A four-step discipline policy. Excessive tardies and absences will result in disciplinary action at discretion of the administration.

ACKNOWLEDGEMENT OF RECEIPT AND AGREEMENT TO COURSE SYLLABUS
GOVERNING CLASSROOM RULES, PROCEDURES, AND EXPECTATIONS

I have read in detail the guidelines and expectations set forth for Digital Publications Design. I understand that successful completion of this course will be based largely upon my following these guidelines and expectations. As it is my intention to successfully complete this course with a passing grade and credit granted, I agree to follow all of the guidelines given.

Printed Student Name: _____

Student Signature: _____

Dear Parent/Guardian:

Your child is enrolled in the Digital Publications Design class at MHS. I look forward to the opportunity to teach your student. Let me encourage you to take an active role in their education as we partner together to provide them the best experience possible. As such, if you have any questions at any time, please feel free to call me at the school or e-mail me at david.hicks@acboe.net. I will respond to all emails within 24 hours.

Parent/Guardian Signature: _____

Parent/Guardian Email: _____

Parent/Guardian 1 Contact Phone number _____

Parent/Guardian 2 Contact Phone number _____