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Chapter V

Desktop Publishing for Schools

ISTE NETS_T, III. Teaching, learning, and the curriculum

Teachers implement curriculum plans that include methods and strategies for applying technology to maximize student learning.

ISTE NETS_T, V. Productivity and professional practice

Teachers use technology to enhance their productivity and professional practice.

Chapter objective: The teacher demonstrates knowledge of the principles of typography and page design, and knows how to use technology tools to create desktop publishing products.

Educational Relevance of Desktop Publishing

Almost any need to produce printed communications, from event announcements to graduation invitations, can be addressed in desktop publishing software. Desktop publishing combines text and graphics into documents by using a computer system, special software, and output devices. Examples of desktop publishing can be seen in school newsletters, flyers, brochures, books, and current event documentations.

Students and teachers alike may utilize consumer-level desktop publishing software packages designed for nondesigners, while freelance graphic designers, graphic design firms, corporations, and print shops may utilize high-end applications designed for professional and high-volume use. Despite the differences in the software, types of documents created, and where the software is used, all these uses fall under the category of desktop publishing.

Desktop publishing and graphic design can enhance a document's visual appeal. However, this type of publishing involves more than just appearance. The primary means of communication for learners is generally the written word (Lohr, 2003). Desktop publishing, used properly, enhances visual communication, and streamlines the process of disseminating information of all kinds. It provides users an opportunity to integrate patterns and designs into their work (Williams, 2003). Desktop publishing can be integrated into English language arts, social studies, science, math, music, and many other subjects.

In order for teachers to utilize desktop publishing in their classroom, they must begin by asking students to think about daily assignments in a format different from the structure of the standard essay (see Table 5.1 for a list of topics). Simple desktop publishing assignments require students to create brochures, newsletters, or even product documentation. More sophisticated projects incorporate school newspapers and yearbooks. Some school desktop publishing projects involve advanced writing

Table 5.1. A list of desktop publishing projects

Annual report	Print of fine art projects
Book or manual	Greeting card
Booklet	Invitations
Brochure	Letterhead
Forms	Magazine
Catalog	Newsletter
Certificate	Newspaper
Comic book	Presentation folder
Dictionary	Stationery
Diploma	Yearbook
Directory	

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