Desktop Publishing 2

Exam Information	Description
Exam number **249** **Items** **41** **National Career Cluster** **Arts, A/V Technology & Communications** **Business Management & Administration** **Information Technology** **Marketing** **Certification available** **Yes**	The Desktop Publishing 2 industry certification exam assesses all standards that build upon concepts and principles from Desktop Publishing 1. The exam evaluates learners' proficiency using current professional software, as Word and Publisher are not considered professional software applications by the industry.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Planning	19%
2. Typography & Design Principles	33%
3. Color	19%
4. Images	21%
5. Images & Text	8%

*Includes performance skill evaluation

Standard 1 - Planning

Candidates will understand the process of planning a document

Objective 1 Candidates should understand the importance of preplanning a document in terms of audience, purpose, timeline, budget, page arrangement, and production method.

Objective 2 Candidates will use guides, grids, and columns to set up their documents as a way to create consistency and unity.

Objective 3 Candidates will understand that master pages are used to create consistency and increase productivity.

Objective 4 Candidates will understand that headers and footers contain recurring information and that they are used to help organize a publication.

Objective 5 Candidates will understand that slug space is a space outside the printed area in which you can place instructions that stay with our document.

Optional: Standard performance evaluations on the final page of this document

Standard 2 - Typography & Design Principles

Candidates will expand on typography and design principles learned in DTP 1

Objective 1 Candidates will develop an understanding of basic desktop publishing terminology.

Objective 2 Candidates will understand that fonts can be used to portray the mood or message of a publication.

Objective 3 Candidates will use styles and style sheets for consistency and productivity within a publication.

Objective 4 Candidates will understand how to create type on and edit text paths.

Objective 5 Candidates will understand how to thread and flow text/frames.

Objective 6 Candidates will understand how to create pull quotes to enhance a document.

Objective 7 Candidates will understand the appropriate use of captions.

Objective 8 Candidates will understand the purpose and difference between the em dash and en dash.

Objective 9 Candidates will recognize widows, orphans, and ragged lines and use kerning, tracking, and proper hyphenation to correct them.

Standard 3 - Color

Candidates will understand the proper use of color in publications.

Objective 1 Candidates will understand that there are two ways that color is added to a printed page: process color and spot color.

Objective 2 Candidates will create variations of color using tint, patterns, gradients, and opacity.

Objective 3 Candidates will understand the difference between the screen color (monitor vs. printed document) and print color.

Standard 4 - Images

Candidates will optimize images to enhance publications

Objective 1 Candidates will understand the file extensions that are compatible with professional desktop software.

Objective 2 Candidates will understand how to use standoff space.

Objective 3 Candidates will determine whether an image is acceptable for print based on its resolution.

Objective 4 Candidates will create frames using different shapes and sizes.

Objective 5 Candidates will be able to resize an object while maintaining aspect ratio.

Objective 6 Candidates will learn touch-up techniques to enhance images.

Standard 5 - Images & Text

Candidates will demonstrate an understanding of ethics related to the use of images and text.

Objective 1 Candidates will understand the difference between royalty-free and copyrighted images and text.

Objective 2 Candidates will understand the process of obtaining and citing permission for copyrighted works.

Optional: Standard performance evaluations on the final page of this document.

Performance Skills Evaluation
Exam name: Desktop Publishing 2

Candidate Name: _____

Performance assessments may be completed and evaluated any time before the certification is issued. The following performance skills can be used in connection with the associated standards and exam. The evaluator will function as the subject matter expert to determine if the candidate meets the skills requirements with a Yes/No for passing.

Standard 5 – Images & Text	Pass:
• Candidates will create and publish an original multipage business document utilizing the objectives and standards from Desktop Publishing II	

Evaluator Name: _____

Date: _____