COURSE OUTLINE: OAD151 - DESKTOP PUBLISHING

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Course Code: Title	OAD151: DESKTOP PUBLISHING
Program Number: Name	2086: OFFICE ADMIN-EXEC
Department:	OFFICE ADMINISTRATION
Academic Year:	2023-2024
Course Description:	Continuing from the word processing basics, students will combine basic design principles and production techniques to produce a variety of promotional business documents such as stationery, business cards, posters, newsletters, resumes, etc. A practical, hands-on approach will be taken with emphasis on producing professional materials, but specific desktop publishing terminology must be mastered.
Total Credits:	3
Hours/Week:	6
Total Hours:	42
Prerequisites:	OAD123, OAD128
Corequisites:	There are no co-requisites for this course.
Substitutes:	OEL817
This course is a pre-requisite for:	OAD152
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2086 - OFFICE ADMIN-EXEC** VLO 1 Conduct oneself professionally and adhere to relevant legislation, standards and codes of ethics. VLO 2 Manage the scheduling, coordination and organization of administrative tasks and workflow within specific deadlines and according to set priorities. VLO 7 Prepare and produce a variety of business documents using available technologies and applying industry standards.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects.

	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Other Course Evaluation & Assessment Requirements:	Students must purchase the eBook. The eBook contains a workbook that is required to complete course objectives and the workbook is not included in the textbook.
Books and Required Resources:	Benchmark Series: Microsoft Word 2016 Desktop Publishing by Arford, Rogenkamp, Rutkosky Publisher: Paradigm ISBN: 9780763874285 Must purchase eBook (digital text)

Course Outcomes and Learning Objectives:

Course Outcome 1	**Learning Objectives for Course Outcome 1**
Understand the desktop publishing process and terminology.	1.1 Define desktop publishing. 1.2 Initiate the desktop publishing process. 1.3 Design and create documents: letterhead, envelope, agenda, personal calendar, return address labels, certificate, flyer, announcement, brochure, postcard, invitation, and newsletter. 1.4 Evaluate documents using the document analysis guide. 1.5 Use and define correct desktop terminology. 1.6 Use Internet/Microsoft resources for desktop material.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Prepare business and personal documents using the latest version of MS Word.	2.1 Understand basic typography. 2.2 Install, choose, and modify fonts. 2.3 Add symbols and special characters. 2.4 Use special characters and contrasting fonts in design. 2.5 Use Word Cover Page feature. 2.6 Work with long documents. 2.7 Create documents using templates. 2.8 Add watermarks for visual appeal. 2.9 Use Word layers. 2.10 Insert images. 2.11 Prepare an agenda. 2.12 Identify the purpose of letterheads. 2.13 Use Word letterhead templates. 2.14 Use text boxes for exact placement of text. 2.15 Create horizontal and vertical lines. 2.16 Use Quick Parts to store and reuse text and graphics. 2.17 Use WordArt to add text effects. 2.18 Redefine letter and word spacing. 2.19 Create a personal calendar, return address labels, and certificate. 2.20 Arrange drawing objects to enhance personal documents. 2.21 Use colour, lines, borders, and special effects on text, objects, and pictures. 2.22 Use Drawing Gridlines.

	2.23 Add special effects with Shadows and 3-D. 2.24 Use the Picture Tools Format Tab and SmartArt Graphics. 2.25 Incorporate newspaper columns into brochure layouts. 2.26 Use reverse text and drop caps as design elements. 2.27 Use booklet, duplex printing, and related print options. 2.28 Use 2-pages-per-sheet feature. 2.29 Create and align lines to be typed on. 2.30 Use cropping feature. 2.31 Define the basic newsletter elements. 2.32 Use spot colour. 2.33 Create sidebars, pull quotes, kickers and end signs, jump lines, mastheads, and a table of contents. 2.34 Use linked text boxes. 2.35 Understand copy fitting. 2.36 Save a newsletter as a template or alternate format.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Chapter 1-4 Assignments	30%
Chapter 1-4 Project	10%
Chapter 5-8 Assignments	30%
Chapter 5-8 Project	10%
Group Project	10%
Stationery Set	10%

Date: June 23, 2023

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.