SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

Sault College

COURSE OUTLINE

COURSE TITLE:	DESKTOP PUBLISHING		
CODE NO. :	COM405	**SEMESTER:**	TWO/ THREE
PROGRAM:	COMPUTERIZED BUSINESS SYSTEMS/ OFFICE ADMINISTRATION		
AUTHOR:	JOAN MOORE		
DATE:	SEPT. 2001	**PREVIOUS OUTLINE DATED:**	SEPT. 2000

APPROVED:

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DEAN **DATE**

TOTAL CREDITS:	5
PREREQUISITE(S):	NONE
HOURS/WEEK:	5 HRS/WEEK

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For additional information, please contact Joe Fruchter, Dean
School of Business, Hospitality & Natural Resources Programs
(705) 759-2554, Ext. 688

I. COURSE DESCRIPTION:

Using a popular word processing program, graduates will combine basic design principles and techniques to produce a variety of printed matter such as stationery, business cards, posters, newsletters, resumes, etc. A practical, hands-on approach will be taken with emphasis on producing real-life, professional materials but specific desktop publishing terminology and document handling techniques must be mastered.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Use appropriate desktop publishing terminology. (10% of course content)

   Potential Elements of the Performance:
   - Define common desktop publishing terms.
   - Identify typefaces
   - Identify spacing alternatives
   - Identify graphic types
   - Describe layout features

2. Incorporate and evaluate design elements within a desktop published document, including the appropriate use of focus, balance, proportion, contrast, directional flow, consistency, colour, and page layout. (5% of course content)

   Potential Elements of the Performance:
   - Identify the purpose of the publication
   - Determine the audience
   - Create content that will communicate a message
   - Apply standard design principles to all desktop publishing work

3. Produce well-designed publications, including business, personal, and promotional documents, incorporating text and graphics, including information imported from other sources (i.e. software, scanners, Internet, etc.) (85% of course content)

   Potential Elements of the Performance:
   - Incorporate text of various typefaces appropriately
   - Determine appropriate spacing and placement of text/graphics
   - Choose graphics to enhance meaning
   - Work with graphics in a variety of formats

- Transfer text/graphics from one source to another
- Use standard proofreader's marks to edit material
- Create a variety of business and personal applications such as stationery, business cards, posters, newsletters, resumes, etc.
- Use templates to produce individualized documents
- Utilize specialized hardware, i.e. scanner, to enhance publications
- Use a variety of page layouts

III. TOPICS:

1. Evaluation of design elements

2. Preparation of internal business documents, including memos, agendas, press releases, and fax cover sheets

3. Creation of letterheads, envelopes and business cards

4. Creation of personal documents including resumes, calendars, address labels and certificates

5. Creation of promotional documents such as flyers and announcements

6. Creation of brochures

7. Creation of specialty promotional documents, including certificates, name tags, business greeting cards, and invitations

8. Creation of newsletters

9. Preparation of reports, term papers, manuals, and forms

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Advanced Microsoft Word 2000 Desktop Publishing. Nita Rutkosky. ISBN 0-7638-0246-8

Five (5) 3.5" pre-formatted high density disks
A hard plastic disk case, plastic disk pockets
Two (2) labeled file folders
Mouse Pad (optional, but highly desirable)

V. EVALUATION PROCESS/GRADING SYSTEM:

Mid-Term Reporting:

S Satisfactory Progress
U Unsatisfactory Progress
R Repeat (objectives have not been met)
NR Grade not reported to Registrar's Office

Breakdown of Final Grade:

For success of this course, students must complete:

Assigned projects from the text in a timely, accurate manner	20%
Three in-class tests (includes hands-on and theory)	80%
Test #1 - 30%	
Test #2 - 25%	
Test #3 - 25%	

The following semester grades will be assigned to students in postsecondary courses:

Grade	Definition	Grade Point Equivalent
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see *Policies & Procedures Manual – Deferred Grades and Make-up*).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.	

VI. SPECIAL NOTES:

Special Needs:
If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:
Students should refer to the definition of "academic dishonesty" in *Student Rights and Responsibilities*. Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:
The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office. Students are expected to be present to write all tests during regularly scheduled classes. In the event of a failed course grade, a supplementary test based on the semester's work will be administered to replace EITHER the lowest failed OR one missed test.

Each student will be required to keep a file in a designated classroom. This will facilitate the return of assignments, grades, and any messages the Office Administration faculty needs to relay to the students.

A disk labeled with the student's name, professor's name, and the course name MUST be available with the assignment. At the professor's discretion, disks will be checked. Students are advised to maintain at LEAST one backup of all files. A lost or damaged diskette will not be an acceptable reason for a late or incomplete assignment.

It is expected that 100 percent of classroom work be completed and submitted on time. A late assignment with an attached Extension form will be accepted if submitted within 72 hours of the due date and time. Twenty-five percent will be deducted from late/incomplete assignments automatically. Failure to follow this procedure will result in a zero grade for the assignment.

All work must be labeled with the student's name and the project information on each page. All work must be submitted in a labeled folder complete with a plastic disk pocket.

During testing, the program's on-line help may be available. Tests will not be "open book." Students must ensure that they have the appropriate tools to do the test (i.e. diskettes, pencils, pens, etc.)

Test papers will be returned to the student after grading in order to permit verification of the results and to review the tests. However, the student will be required to return all test papers to the professor who will keep them on file for one year."

Producing accurate work is fundamental to this course. Marks will be deducted for inaccuracies.

Regular attendance is expected so the professor can observe work and provide guidance as necessary.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.