SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

Sault College

COURSE OUTLINE

COURSE TITLE:	DESKTOP PUBLISHING		
CODE NO. :	COM405	**MODULE:**	THREE
PROGRAM:	OFFICE ADMINISTRATION EXECUTIVE		
AUTHOR:	LYNN DEE EASON		
DATE:	Dec. 2007 **PREVIOUS OUTLINE DATED:**		Jan. 2006
APPROVED:			

_____ _____

                     CHAIR   **DATE**

TOTAL CREDITS: 5

PREREQUISITE(S): NONE

HOURS/WEEK: 8 HOURS/7 WEEKS

_____ _____

Course Name   Code No.

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.   Understand the Desktop Publishing Process and terminology

Potential Elements of the Performance:
- Define desktop publishing
- Initiate the desktop publishing process
- Design documents
- Evaluate documents using the document analysis guide
- Use and define correct desktop terminology

2.   Prepare Business and Personal Documents using Word 2003.

Potential Elements of the Performance:
- Understand basic typography
- Choose fonts
- Add symbols and special characters
- Use special characters and contrasting fonts in design
- Create documents using wizards and templates
- Add watermarks for visual appeal
- Insert watermarks and bullets
- Prepare an agenda
- Identify the purpose of letterheads
- Use Word's letterhead templates
- Design original letterheads
- Use text boxes for exact placement of text
- Create horizontal and vertical lines using the Draw toolbar
- Create horizontal lines using the Borders toolbar
- Redefine letter and word spacing
- Use WordArt to add text effects
- Create envelopes

_____   _____
Course Name   Code No.

- Design original envelopes
- Use AutoText to store and reuse text and graphics
- Create business cards, CD covers, personal calendars, address labels and certificates
- Arrange drawing objects to enhance personal documents
- Create stationery on odd-sized paper
- Plan, design, create, and evaluate brochures
- Incorporate newspaper columns into brochure layouts
- Use reverse text and drop caps as design elements
- Format with styles
- Use Word's 2-pages-per-sheet feature
- Use outside resources in desktop publishing
- Use a variety of approaches to creating documents
- Create promotional documents
- Build forms
- Create promotional postcards, invitations, greeting cards, and badges
- Use mail merge in promotional documents
- Define the basic newsletter elements
- Plan, design, create newsletters
- Format a newsletter using columns, text boxes and tables
- Create headers and footers
- Use spot colour and visually enhancing elements
- Create sidebars, pull quotes, kickers and end signs, jump lines, mastheads, and a table of contents
- Use linked text boxes in newsletters
- Use enhancements for starting paragraphs
- Understand copy fitting
- Save a newsletter as a template

III.   TOPICS:
Note: These topics sometimes overlap several areas of skill development and are not necessarily explored in isolated learning units or in this order.

1.   Understanding the Desktop Publishing Process
2.   Preparing Internal Documents
3.   Creating Letterheads, Envelopes, and Business Cards
4.   Creating Personal Documents
5.   Creating Promotional Documents
6.   Creating Brochures
7.   Creating Specialty Promotional Documents
8.   Creating Basic Elements of a Newsletter

      9.   Incorporating Newsletter Design Elements

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

Advanced Microsoft Word 2003 Desktop Publishing, by Joanne Arford and Judy Burnside, published by EMC Paradigm, 2005.

Three manila file folders (letter size)
USB memory stick
Mouse pad (recommended)

V.   EVALUATION PROCESS/GRADING SYSTEM:

Tests: students will be evaluated on their use of Desktop Publishing techniques. Two tests will be administered based on projects assigned in class.
Test 1 – 40%
Test 2 – 40%   **90%**

Projects: Completion of projects and attendance for events   **20%**
                                                                   100%

The following semester grades will be assigned to students in post-secondary courses:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00

CR (Credit)   Credit for diploma requirements has been awarded.

S   Satisfactory achievement in field/clinical placement or non-graded subject areas.

U   Unsatisfactory achievement in field/ clinical placement or non-graded subject area.

X   A temporary grade limited to situations with extenuating circumstances giving a

         student additional time to complete the
         requirements for a course.
NR   Grade not reported to Registrar's office.
W   Student has withdrawn from the course
         without academic penalty.

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 E1101 or call Extension 2703 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.

Communication:
The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:
Students should refer to the definition of "academic dishonesty" in *Student Code of Conduct*. 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 demonstrate respect for others in the class. Classroom disturbances will be dealt with through an escalating procedure as follows:

- Verbal warning
- E-mail notification
- Meeting with the Chair

It is expected that 100 percent of classroom work be completed as preparation for the tests. All work must be labeled with the student's name and the project information on each page. Students are responsible for maintaining back-ups of all completed files.

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 will be administered at the end of the semester to those students who have attended 75 percent of classes and have completed the course work. The mark achieved on the supplemental will replace the lowest failed test for the final grade calculation.

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 three weeks after the semester finish date. Any questions regarding the grading of individual tests must be brought to the professor's attention within two weeks of the test paper being returned.

Tests will not be "open book" but one double-sided index card will be allowed. Generic accounts will be used for all testing. Students must ensure that they have the appropriate tools to do the test (i.e. pencil, pen, etc.).

Proofreading is fundamental to this course. Marks will be deducted for inaccuracies.

Keyboarding proficiency is encouraged. Students who are unable to keyboard with a touch type technique are encouraged to use (or purchase) the All the Right Type typing tutor software located on the E-wing network and in The Learning Centre.

_____   _____

Regular attendance and participation is expected to ensure course information is communicated to all students. In-class observation of student work and guidance by the professor aids student success. Lectures will not be repeated in subsequent classes.

It is the student's responsibility to be familiar with the course outline and department manual. Students are expected to check college email twice daily as a minimum.

It is the student's responsibility to be familiar with the course outline and department manual. Students are expected to check college email twice daily as a minimum.

VII.   PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the program coordinator: Sheree Wright, (705) 759-2554 Ext. 2487.

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.