



## COURSE OUTLINE: OAD126 - DESKTOP PUBLISHING

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

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|--|---|---|
| <b>Course Code: Title</b>  | OAD126: DESKTOP PUBLISHING  |   |
| <b>Program Number: Name</b>  | 2086: OFFICE ADMIN-EXEC   |   |
| <b>Department:</b>   | OFFICE ADMINISTRATION   |   |
| <b>Semesters/Terms:</b>  | 19W   |   |
| <b>Course Description:</b>   | Continuing from the word processing basics, students will combine basic design principles and production 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 professional materials, but specific desktop publishing terminology must be mastered. Students will make use of graphics, scanners, digital cameras, and specialty papers. |   |
| <b>Total Credits:</b>  | 4   |   |
| <b>Hours/Week:</b>   | 8   |   |
| <b>Total Hours:</b>  | 56  |   |
| <b>Prerequisites:</b>  | There are no pre-requisites for this course.  |   |
| <b>Corequisites:</b>   | There are no co-requisites for this course.   |   |
| <b>Substitutes:</b>  | OEL817  |   |
| <b>This course is a pre-requisite for:</b>   | OAD302  |   |
| <b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>  | <b>2086 - OFFICE ADMIN-EXEC</b>   |   |
| <small>Please refer to program web page for a complete listing of program outcomes where applicable.</small> | VLO 7   | Prepare and produce a variety of business documents using available technologies and applying industry standards.                                   |
| <b>Essential Employability Skills (EES) addressed in this course:</b>  | 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 6   | Locate, select, organize, and document information using appropriate technology and information systems.  |
|  | EES 10  | Manage the use of time and other resources to complete projects.  |
|  | EES 11  | Take responsibility for ones own actions, decisions, and consequences.  |
| <b>Course Evaluation:</b>  | Passing Grade: 50%, D   |   |
| <b>Books and Required Resources:</b>   | Benchmark Series Microsoft Word 2016 Desktop Publishing by Arford, Rogenkamp, Rutkosky<br>Publisher: Paradigm<br>ISBN: 9780763882577  |   |
| <b>Course Outcomes and</b>   | <b>Course Outcome 1</b>   | <b>Learning Objectives for Course Outcome 1</b>   |



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**Learning Objectives:**

1. Understand the Desktop Publishing Process and terminology.

1.1 Define desktop publishing  
1.2 Initiate the desktop publishing process  
1.3 Design documents  
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**

2. Prepare business and personal documents using Word 2010.

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 wizards and 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 Design original letterheads  
2.15 Use text boxes for exact placement of text  
2.16 Create horizontal and vertical lines  
2.17 Create envelopes  
2.18 Design original envelopes  
2.19 Use Quick Parts to store and reuse text and graphics  
2.20 Use WordArt to add text effects  
2.21 Redefine letter and word spacing  
2.22 Create a personal calendar, return address labels, certificate and resume  
2.23 Arrange drawing objects to enhance personal documents  
2.24 Create flyers and announcements  
2.25 Insert images from a scanner or digital camera  
2.26 Use Microsoft Clip Organizer  
2.27 Use colour, adding lines, borders, and special effects to text, objects, and pictures  
2.28 Use Drawing Gridlines  
2.29 Match colours and add special effects with Shadows and 3-D  
2.30 Use the Picture Tools Format Tab and SmartArt Graphics  
2.31 Plan, design, create, and evaluate brochures  
2.32 Incorporate newspaper columns into brochure layouts  
2.33 Use reverse text and drop caps as design elements  
2.34 Format with styles  
2.35 Use booklet, duplex printing, and related print options  
2.36 Use 2-pages-per-sheet feature  
2.37 Create promotional documents  
2.38 Create and align lines to be typed on  
2.39 Create postcards, invitations, and cards  
2.40 Merging promotional documents  
2.41 Insert Word Crop Mark  
2.24 Define the basic newsletter elements  
2.25 Plan, design, and create newsletters



2.26 Use spot colour and visually enhancing elements  
2.27 Create sidebars, pull quotes, kickers and end signs, jump lines, mastheads, and a table of contents  
2.28 Use linked text boxes in newsletters  
2.29 Use enhancements for starting paragraphs  
2.30 Understand copy fitting  
2.31 Save a newsletter as a template or alternate format

**Evaluation Process and Grading System:**

| <b>Evaluation Type</b>     | <b>Evaluation Weight</b> | <b>Course Outcome Assessed</b> |
|----------------------------|--------------------------|--------------------------------|
| Projects and Participation | 25%                      |                                |
| Test 1                     | 35%                      |                                |
| Test 2                     | 40%                      |                                |

**Date:**

June 22, 2018

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

