COURSE OUTLINE: OAD126 - DESKTOP PUBLISHING

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

Course Code: Title	OAD126: DESKTOP PUBLISHING
Program Number: Name	2086: OFFICE ADMIN-EXEC
Department:	OFFICE ADMINISTRATION
Semesters/Terms:	21W
Course Description:	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.
Total Credits:	4
Hours/Week:	8
Total Hours:	56
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	OEL817
This course is a pre-requisite for:	OAD302
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.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.

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	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 e-Book. The e-Book contains assignments that are required to complete for the course that are not found in the textbook.
Books and Required Resources:	Benchmark Series: Microsoft Word 2016 Desktop Publishing - eBook access code by Arford, Rogenkamp, Rutkosky Publisher: Paradigm ISBN: 9780763874285 Must purchase ebook not textbook. Ebook contains required assignments that are not in the textbook.
Course Outcomes and Learning Objectives:	

Course Outcome 1	Learning Objectives for Course Outcome 1
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

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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:

Evaluation Type	Evaluation Weight
Assignments	50%
Test 1	25%
Test 2	25%

Date: June 17, 2020

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

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