

**SAULT COLLEGE OF APPLIED ARTS AND
TECHNOLOGY**

SAULT STE. MARIE, ONTARIO



OUTLINE

COURSE TITLE: DESKTOP PUBLISHING FOR
BUSINESS
CODE NO. : OEL817
PROGRAM: OFFICE ADMINISTRATION
COMPUTERIZED BUSINESS
SYSTEMS
AUTHOR: Sault College
DATE: May 2013
TOTAL CREDITS: 4
PREREQUISITE: NONE
HOURS/WEEK: 64 Hours

PREVIOUS apt
DATED:)12

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For additional information, please contact
School of Continuing Education
(705) 759-2554, Ext. 2612*

I. COURSE DESCRIPTION:

Using a popular word processing program, students will combine basic design principles and advanced word processing techniques to produce a variety of printed matter such as stationery, business cards, posters, newsletters, letterhead, 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.

Potential Elements of Performance:

- Define common desktop publishing terms
- Understand the process of Desktop Publishing
- Initiate the desktop publishing process
- Design documents
- Evaluate documents using the document analysis guide
- Use and define correct desktop terminology

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.

Potential Elements of 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 which incorporate text and graphics, including information imported from other sources (i.e. software, scanners, Internet, etc.)

Potential Elements of Performance:

- Incorporate text of various typefaces appropriately
- Understand basic typography
- Use text boxes, ruled lines, WordArt, and templates
- Add symbols and special characters
- Create documents using wizards and templates
- Insert watermarks and bullets for visual appeal
- Determine appropriate brochure layouts
- Use columns, styles, reverse text, and drop caps
- Prepare an agenda
- Identify the purpose of letterheads
- Design original letterheads
- Use text boxes for exact placement of text
- Produce newsletters using conventional design elements
- Create sidebars, pull quotes, kickers and end signs, jump lines, mastheads, and a table of contents
- Save a newsletter as a template
- Create horizontal and vertical lines using the Draw toolbar
- Redefine letter and word spacing

- Use WordArt to add text effects
- Design and create original envelopes
- Create business cards, CD covers, personal calendars, address labels and certificates
- Create stationery on odd-sized paper
- Plan, design, create, and evaluate brochures
- Format with styles
- Design and create promotional postcards, invitations, greeting cards, and badges
- Use mail merge in promotional documents
- Use AutoText to store and reuse text and graphics

III. TOPICS:

1. Evaluation of design elements
2. Preparation of internal business documents, including conference sign, handout cover sheet, fax cover sheet, memo and agenda
3. Creation of letterheads, envelopes and business cards
4. Creation of personal documents including compact disc covers, calendars, personal address labels, personal stationery and envelopes on odd-sized paper, and certificates
5. Creation of promotional documents such as flyers and announcements
6. Creation of brochures
7. Creation of specialty promotional documents, including tickets, subscription forms, gift certificates, postcards, business greeting cards, and invitations
8. Creation of a basic newsletter
9. Creation of an advanced newsletter

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Advanced Microsoft Word 2010 Desktop Publishing. Arford. EMC Paradigm Publishing. ISBN 978-0-76383-890-4

OR

Advanced Microsoft Word 2007 (Windows Vista) Desktop Publishing. Arford. EMC Paradigm Publishing. ISBN 978-0-76383-118-9

AND

Fully installed Microsoft Word 2007, Microsoft Word 2010 program.

V. YOUR FINAL GRADE WILL BE ASSIGNED AS FOLLOWS:

55% Completion of assignments in a timely and accurate manner

20% Test #1 - on-line, multiple choice, non-proctored

25% Final Assignment (non-proctored)

100% Total

Your home college will determine your letter grade.

VI. SPECIAL NOTES:

1. If you are a student with a disability please identify your needs to the Ontario Learn Coordinator and the Centre for Students with Disabilities at your registering college.
2. Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.
3. 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.