

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

OUTLINE

COURSE TITLE: DESKTOP PUBLISHING FOR BUSINESS

CODE NO. : OEL817

PROGRAM: OFFICE ADMINISTRATION
COMPUTERIZED BUSINESS SYSTEMS

AUTHOR: Lynn Dee Eason

DATE: MARCH 2007

PREVIOUS OUTLINE OCT 2004
DATED:

TOTAL CREDITS: 4

PREREQUISITE: NONE

HOURS/WEEK: 64 Hours

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For additional information, please contact

School of Continuing Education, Contract Training and Hospitality

(705) 759-2554, Ext. 2405

I. COURSE DESCRIPTION:

Using a popular word processing program, graduates will combine basic design principles and advanced word processing 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.

Elements of 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.

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, incorporating text and graphics, including information imported from other sources (i.e. software, scanners, Internet, etc.)

Elements of Performance:

- Incorporate text of various typefaces appropriately
- Use standard proofreader's marks to edit material
- Use text boxes, ruled lines, WordArt, and templates
- Produce odd-sized documents
- Utilize the following toolbars: Tables and Borders; Picture; Drawing
- Use Picture Editor, AutoShapes, and 3-D boxes
- Determine appropriate brochure layouts
- Use columns, styles, reverse text, and drop caps
- Add sequential numbering to documents
- Create form fields
- Use mail merge

- Produce newsletters using conventional design elements

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 2003 Desktop Publishing. Arford, Burnside. ISBN 0-7638-2182-9

OR

Advanced Microsoft Word 2002 Desktop Publishing. Arford, Burnside. ISBN 0-7638-1500-4

AND

Fully installed Microsoft Word 2002 (XP) or Microsoft Word 2003 program.

V. Breakdown of Final Grade:

For success of this course, students must complete:

Assigned projects from the text in a timely, accurate manner 25%

Three (on-line theory) 75%

	Test #1	15%		
	Test #2	20%	Total	100%
	Test #3	40%		

Final grade will be assigned as a percentage. The home college will determine the grade letter.

VI. SPECIAL NOTES:

1. If you are a student with a disability please identify your needs to the tutor and/or 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.