

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: INTRODUCTION TO DESKTOP PUBLISHING

CODE NO.: ADV157 SEMESTER: TWO

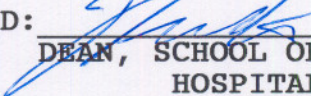
PROGRAM: ADVERTISING ART

AUTHOR: SHEREE WRIGHT

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APPROVED:   
DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

95-12-15  
DATE

INTRO TO DESKTOP PUBLISHING

ADV157

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COURSE NAME

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COURSE CODE

TOTAL CREDIT HOURS: 45 hours

PREREQUISITE(S): WPC210

I. PHILOSOPHY/GOALS:

This course provides a practical, hands-on approach to developing skills in the use of the most popular desktop publishing program, Adobe Pagemaker 5.0. After completing this course, students will be able to integrate the use of word processing desktop publishing and other software to produce professional-looking publications such as newsletters, advertisements, flyers, announcements, stationery, and business cards.

II. STUDENT PERFORMANCE OBJECTIVES (OUTCOMES):

Upon completion of the course, participants will be able to:

1. Describe the term "desktop publishing."
2. Manoeuvre within the PageMaker environment, including use of the mouse pointer, pull-down menus, short-cut keys, the toolbox, dialog boxes, guides and help.
3. Create a single-page publication.
4. Work with text within a publication.
5. Work with graphics within a publication.
6. Place text using master pages, templates, and style sheets.
7. Create grids, style sheets, master pages, and templates.
8. Assemble publications into a book.
9. Describe basic design guidelines to consider when designing a publication, including typeface selection; spacing considerations; justification of text; use of hyphenation, italics, bold, and headlines.
10. Use the table editor.
11. Link files.
12. Integrate the use of several software packages.

III. TOPICS TO BE COVERED:

1. Introduction to Desktop Publishing
2. The PageMaker Environment
3. Creating a Single-Page Publication
4. Working with Text
5. Working with Graphics
6. Placing Text Using Master Pages, Templates and Style Sheets
7. Creating Grids, Style Sheets, Master Pages, and Templates
8. Assembling Publications into a Book
9. Story Editor
10. Design Concepts
11. Using Table Editor and Linking Files

IV. LEARNING ACTIVITIES/REQUIRED RESOURCES:

Chapter 1 - Introduction to Desktop Publishing

Upon completion of this chapter, students will be able to:

- define the term desktop publishing
- trace its development
- specify the tools used in page description
- compare traditional and desktop publishing methods of page design and printing
- explain the advantages and disadvantages of using desktop publishing
- specify the components of a desktop publishing system
- compare software programs

Resources: Read pp. 3-16  
Complete Questions 1-8, p. 16  
Complete Project 1

## Chapter 2 - The PageMaker Environment

Upon completion of this chapter, students will be able to:

- use the mouse pointer, pull-down menus, and shortcut keys
- use a dialog box
- describe the components of the PageMaker screen
- retrieve a publication
- describe the components of the Toolbox
- print a publication
- use the Help menu

Resources: Read pp. 19-48  
Complete Questions 1-14, p. 49  
Complete Projects 2 and 3

## Chapter 3 - Creating a Single-Page Publication

Upon completion of this chapter, students will be able to:

- use PageMaker Help
- set defaults for PageMaker
- create a multicolumn publication
- use horizontal and vertical ruler guides
- use the Line menu to select different line types
- create text for a publication
- use three different methods to change the page view
- create a simple graphic
- copy and paste a graphic
- save and print a publication

Resources: Read pp. 55-84  
Complete Questions 1-18, pp. 84-85  
Complete Any Two of Projects 3, 4, 5, 6, 7, 10, 11

#### Chapter 4 - Working with Text

Upon completion of this chapter, students will be able to:

- import text into a publication
- use the text tool and the pointer tool to select a portion of text
- move, copy, and delete text
- change the appearance of text and paragraphs
- work with text blocks
- use the Control palette
- create drop caps
- rotate, flip, and slant text

Resources: Read pp. 93-143  
Complete Questions 1-15, p. 144  
Complete Projects 3 and 4

#### Chapter 5 - Working with Graphics

Upon completion of this chapter, students will be able to:

- distinguish between graphics and text as used in PageMaker
- distinguish between the types of graphics images used in PageMaker
- use the PageMaker drawing tools
- place graphics created using another program
- modify graphic images
- work with text and graphics

Resources: Read pp. 151-197  
Complete Questions 1-12, pp. 197-198  
Complete Projects 1 and 2

### Chapter 6 - Placing Text Using Master Pages, Templates, and Style Sheets

Upon completion of this chapter, students will be able to:

- explain how master pages differ from publication pages
- move between master pages and publication pages and among publication pages
- use master pages and a template to create a publication
- place text and graphics in a publication
- use a style sheet to format text

Resources: Read pp. 203-250  
Complete Questions 1-18, pp. 250-251  
Complete Projects 1 or 3 - Bonus - Project 2

### Chapter 7 - Creating Grids, Style Sheets, Master Pages, and Templates

Upon completion of this chapter, students will be able to:

- define grid system, explain its purpose, and create one
- define style sheet; explain its purpose; and modify, add, and delete styles in the Style palette
- define master pages, explain their purpose, and create them
- define template, explain its purpose, and create one
- create automatic page numbers

Resources: Read pp. 257-283  
Complete Questions 1-13, pp. 283-284  
Complete Projects 2, 3, 5, and 6

### Chapter 9 - Story Editor

Upon completion of this chapter, students will be able to:

- describe the differences between layout and story views
- enter new text in Story Editor
- use the spelling checker
- use the Find and Change commands
- place a word-processed file into a story
- import a graphic
- place a story in a publication

Resources: Read pp. 319-339  
Complete Questions 1-6, pp. 339-340

### Chapter 10 - Assembling Publications Into a Book

Upon completion of this chapter, students will be able to:

- list the steps necessary to create a book
- create index entries
- create cross-references in an index
- open multiple publications at the same time
- create an index for a book
- create a book list
- create a table of contents
- print a book
- discuss the limitations of PageMaker's indexing functions

Resources:     Read pp. 343-368  
                  Complete Questions 1-12, p. 368  
                  Complete Project 3

### Chapter 8 - Design Concepts

Upon completion of this chapter, students will be able to:

- describe what decisions you must make prior to design
- describe the impact of font choice on a publications' readability
- differentiate between serif, sans serif, and decorative fonts
- know when to use bold and italic for emphasis
- describe when to choose justified rather than non-justified text
- consider and resolve hyphenation issues
- design headlines that will draw readers to an article
- define the terms optical centre and eye dwell and explain their importance to design
- evaluate layout with respect to symmetry and asymmetry
- understand the principles of graphic placement
- recognize components that contribute to or detract from page layout

Resources:     Read pp. 289-314  
                  Complete Questions 1-10. pp. 314-315

Chapter 11 - Using Table Editor and Linking Files

Upon completion of this chapter, students will be able to:

- explain the purpose of the Table Editor program
- use Table Editor to create, edit, enhance, and save a table
- use the sum function
- place a table in a PageMaker publication
- line a file to a PageMaker publication

Resources: Read pp. 371-394  
Complete Questions 1-10, p. 394  
Complete Project - p. 395

V. EVALUATION METHODS:

Grade/Numerical Equivalencies:

|    |                    |
|----|--------------------|
| A+ | 90% - 100%         |
| A  | 80% - 89%          |
| B  | 70% - 79%          |
| C  | 60% - 69%          |
| R  | Below 60% (Repeat) |

For the successful completion of the course, the following must be completed:

|                                                                                                                      |      |
|----------------------------------------------------------------------------------------------------------------------|------|
| <u>Assigned Textbook Projects</u> - timely, accurate completion of all the assigned projects from the PageMaker text | 55%  |
| <u>Final Project</u> - assigned by instructor                                                                        | 45%  |
| TOTAL:                                                                                                               | 100% |

**WARNING:** Academic dishonesty will result in a grade of zero (0) on the assignment or project for ALL parties.

**ASSIGNMENTS/PROJECTS** - If a student is not able to hand in an assignment on the due date because of illness, or a legitimate emergency, that student must contact the teacher prior to the due date of the assignment and provide an explanation which is acceptable to the teacher. In cases where the student has not contacted the teacher; and, where the reason is not classified as an emergency (i.e. slept in, forgot, etc.), the highest achievable grade is a "C." In cases where the student has not contacted the teacher, the student will receive a mark of zero (0) on that assignment or project. There will be no rewrites on assignments or projects.



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VI. REQUIRED STUDENT RESOURCES:

Required Text:

James E. Shuman and Marcia Williams, Desktop Publishing with PageMaker 5.0 for Windows, Wadsworth Publishing Company, 1995 (available in Campus Shop).

Other Items:

3-5 3 1/2" high density diskettes  
file folder  
mouse pad (optional)

VII. SPECIAL NOTES:

Students with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with the teacher.

Your instructor reserves the right to modify the course as deemed necessary to meet the needs of students.

