

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**Sault College**

**OUTLINE**

**COURSE TITLE:** DESKTOP PUBLISHING FOR BUSINESS

**CODE NO. :** COM405/OEL817

**PROGRAM:** OFFICE ADMINISTRATION  
COMPUTERIZED BUSINESS SYSTEMS

**AUTHOR:** Lynn Dee Eason

**DATE:** OCT 2004

**PREVIOUS OUTLINE** MAY 2003  
**DATED:**

**TOTAL CREDITS:** 4

**PREREQUISITE:** NONE

**HOURS/WEEK:** 64 Hours

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For additional information, please contact

School of Business & Hospitality

(705) 759-2554, Ext. 445

## **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. (10% of course content)

*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. (5% of course content)

*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.) (85% of course content)

*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 2000 Desktop Publishing. Arford, Burnside, Rutkosky. ISBN 0-7638-0246-8

OR

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

AND

Fully installed Microsoft Office Professional 2000 (or Word 2000 alone if student is willing to make adjustments for missing clipart and fonts).

OR

Fully installed Microsoft Office Professional XP (or Word 2002 alone if student is willing to make adjustments for missing clipart and fonts).

**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:

### Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor.

### Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

### Plagiarism:

Students should refer to the definition of “academic dishonesty” in Student Rights and Responsibilities. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

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.

Substitute course information is available in the Registrar's office.

Students are expected to make arrangements for a proctor for the final test and to be present to write tests at the appointed time.

Students are advised to maintain at LEAST one backup of all files. A lost or damaged diskette will not be an acceptable reason for a late or incomplete assignment.

It is expected that 100 percent of classroom work be completed and submitted on time. A zero grade will be assigned to late assignments unless PRIOR arrangements have been made with the professor.

Tests will not be "open book." Students must ensure that they have the appropriate tools to do the test (i.e. diskettes, pencil, pen, etc.) and that their proctor and a suitable testing location is available. During the hands-on portions of the first two tests, the on-line help available with the software may be used as required.

Proofreading is an integral part of this course. Marks will be deducted for all proofreading and spelling errors.

## **VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the instructor.

## **VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.