



**I. COURSE DESCRIPTION:**

This course is designed to develop the student's skills using the Word 2007 program; graduates will combine basic design principles and 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 CICE student along with the assistance of a Learning Specialist, will demonstrate the basic ability to:

1. Understand the Desktop Publishing Process and terminology

Potential Elements of the Performance:

- Define desktop publishing
- Initiate the desktop publishing process
- Design documents
- Evaluate documents using the document analysis guide
- Use and define correct desktop terminology

2. Prepare Business and Personal Documents using Word 2007.

Potential Elements of the Performance:

- Understand basic typography
- Install, choose, and modify fonts
- Add symbols and special characters
- Use special characters and contrasting fonts in design
- Use Word's Cover Page feature
- Insert Page Breaks
- Create documents using wizards and templates
- Add watermarks for visual appeal
- Use Word layers
- Insert Images
- Prepare an agenda
- Identify the purpose of letterheads
- Use Word's letterhead templates
- Design original letterheads
- Use text boxes for exact placement of text
- Create horizontal and vertical lines
- Redefine letter and word spacing
- Use WordArt to add text effects

- Create envelopes
- Design original envelopes
- Use Quick Parts to store and reuse text and graphics
- Create business cards, CD covers, personal calendars, address labels, and certificates
- Arrange drawing objects to enhance personal documents
- Create flyers and announcements
- Use Microsoft Clip Organizer
- Use colour, adding lines, borders, and special effects to text, objects, and pictures
- Use Drawing Gridlines
- Match colours and add special effects with Shadows and 3-D
- Use the Picture Tools Format Tab and SmartArt Graphics
- Plan, design, create, and evaluate brochures
- Incorporate newspaper columns into brochure layouts
- Use reverse text and drop caps as design elements
- Format with styles
- Create promotional documents
- Create and align lines to be typed on
- Create postcards, invitations, and cards
- Merging promotional documents
- Insert Word Crop Marks
- Use shipping labels
- Use spot colour and visually enhancing elements
- Create sidebars, pull quotes, kickers and end signs, jump lines, mastheads, and a table of contents
- Use enhancements for starting paragraphs
- Understand copy fitting

### III. TOPICS:

Note: These topics sometimes overlap several areas of skill development and are not necessarily explored in isolated learning units or in this order.

1. Understanding the Desktop Publishing Process
2. Preparing Internal Documents
3. Creating Letterheads, Envelopes, and Business Cards
4. Creating Personal Documents
5. Creating Promotional Documents
6. Creating Brochures and Booklets
7. Creating Specialty Promotional Documents

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Advanced Microsoft Word 2007 Desktop Publishing, by Joanne Arford published by EMC Paradigm, 2008.

Three manila file folders (letter size)  
USB memory stick

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Tests: students will be evaluated on their use of Desktop Publishing techniques. Two tests will be administered based on projects assigned in class.

Test 1 – 30%

Test 2 – 40%

**70%**

Projects: Completion of projects and attendance for events

**30%**

**100%**

The following semester grades will be assigned to students in post-secondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field/clinical placement or non-graded subject areas.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

## VI. SPECIAL NOTES:

### Disability Services:

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 professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

### 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 post-secondary institutions.

### Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

### Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. 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/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

### 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.

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

Students are expected to demonstrate respect for others in the class. Classroom disturbances will be dealt with through an escalating procedure as follows:

- Verbal warning
- E-mail notification
- Meeting with the Dean

Students are expected to be present to write all tests during regularly scheduled classes.

In the event of a failed course grade, a supplementary test will be administered at the end of the semester to those students who have attended 75 percent of classes and have completed all required course work. The mark achieved on the supplemental will replace the lowest failed test for the final grade calculation. An appropriately labeled cd containing completed daily work MUST be available prior to writing the test if requested by the professor.

It is expected that 100 percent of classroom work be completed as preparation for the tests. All work must be labeled with the student's name and the project information on each page. Students are responsible for maintaining back-ups of all completed files.

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.).

During tests, students are expected to keep their eyes on their own work. Academic dishonesty will result in a grade of zero (0) on the test for all involved parties.

Test papers will be returned to the student after grading in order to permit verification of the results and to review the tests. However, the student will be required to return all test papers to the professor who will keep them on file until the end of the next module. Any questions regarding the grading of individual tests must be brought to the professor's attention within two weeks of the test paper being returned.

Producing accurate work is fundamental to this course. Marks will be deducted for inaccuracies.

Regular attendance and participation is expected to ensure course information is communicated to all students. In-class observation of student work and guidance by the professor aids student success. Lectures will not be repeated in subsequent classes.

Keyboarding proficiency is encouraged. Students who are unable to keyboard with a touch type techniques are encouraged to use (or purchase) the *All the Right Type* typing tutor software located on the E-wing network and in the Learning Centre.

It is the student's responsibility to be familiar with the course outline and department manual. Students are expected to check college e-mail twice daily as a minimum.

**VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

**CICE Modifications:****Preparation and Participation**

1. A Learning Specialist will attend class with the student(s) to assist with inclusion in the class and to take notes.
2. Students will receive support in and outside of the classroom (i.e. tutoring, assistance with homework and assignments, preparation for exams, tests and quizzes.)
3. Study notes will be geared to test content and style which will match with modified learning outcomes.
4. Although the Learning Specialist may not attend all classes with the student(s), support will always be available. When the Learning Specialist does attend classes he/she will remain as inconspicuous as possible.

**A. Tests may be modified in the following ways:**

1. Tests, which require essay answers, may be modified to short answers.
2. Short answer questions may be changed to multiple choice or the question may be simplified so the answer will reflect a basic understanding.
3. Tests, which use fill in the blank format, may be modified to include a few choices for each question, or a list of choices for all questions. This will allow the student to match or use visual clues.
4. Tests in the T/F or multiple choice format may be modified by rewording or clarifying statements into layman's or simplified terms. Multiple choice questions may have a reduced number of choices.

**B. Tests will be written in CICE office with assistance from a Learning Specialist.*****The Learning Specialist may:***

1. Read the test question to the student.
2. Paraphrase the test question without revealing any key words or definitions.
3. Transcribe the student's verbal answer.
4. Test length may be reduced and time allowed to complete test may be increased.

**C. Assignments may be modified in the following ways:**

1. Assignments may be modified by reducing the amount of information required while maintaining general concepts.
2. Some assignments may be eliminated depending on the number of assignments required in the particular course.

***The Learning Specialist may:***

1. Use a question/answer format instead of essay/research format
2. Propose a reduction in the number of references required for an assignment
3. Assist with groups to ensure that student comprehends his/her role within the group
4. Require an extension on due dates due to the fact that some students may require additional time to process information
5. Formally summarize articles and assigned readings to isolate main points for the student
6. Use questioning techniques and paraphrasing to assist in student comprehension of an assignment

**D. Evaluation:**

Is reflective of modified learning outcomes.