COURSE OUTLINE: OEL817 - DESKTOP PUBLISHING

Prepared: Continuing Education
Approved: Lori Crosson, Director, E-Learning and Continuing Education

Course Code: Title	OEL817: DESKTOP PUBLISHING FOR BUSINESS
Program Number: Name	
Department:	DISTANCE EDUCATION
Semesters/Terms:	20S, 20F, 21W
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.
Total Credits:	4
Hours/Week:	4
Total Hours:	64
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Course Evaluation:	Passing Grade: 50%, D
Books and Required Resources:	Advanced Word 2010 Desktop Publishing by Joanne Arford Publisher: EMC Paradigm Publishing ISBN: 978-0-76383-890-4 Advanced Word 2013 Desktop Publishing

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Use appropriate desktop publishing terminology.	-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
Course Outcome 2	**Learning Objectives for Course Outcome 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.	-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
Course Outcome 3	**Learning Objectives for Course Outcome 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.)	-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

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	55%
Final Assignment	25%
Midterm assignment	20%

Date: March 9, 2020

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.