1. **COURSE TITLE:** Desktop Publishing and Office Applications

**COURSE NUMBER:** 2236  **CATALOG PREFIX:**  OFIT

1. **PREREQUISITES OR COREQUISITE:**  None
2. **CREDIT HOURS:**  3.0 **LECTURE HOURS:**  3.0

**LABORATORY HOURS:** 0 **OBSERVATION HOURS:** 0

1. **COURSE DESCRIPTION:**

An overview of the purpose and description of desktop publishing. Basic layout and design capabilities using a hands-on approach on the computer. Students will be able to develop a portfolio of published assignments, desktop terminology and critiques of effective and poor design concepts in desktop communications. Included will be the understanding of the desktop publishing process, preparing internal documents, creating letterheads, business cards, personal documents, brochures, booklets, promotional documents, and creating newsletters utilizing Microsoft Office.

1. **GRADING:**

Grading will follow the policy in the catalog.

|  |  |  |
| --- | --- | --- |
| Letter Grade | Percentage | Grade Point |
| A – Excellent | 90.0% to 100.0% | 4.0 |
| B – Good | 80.0% to 89.9% | 3.0 |
| C – Fair | 70.0% to 79.9% | 2.0 |
| D – Poor | 60.0% to 69.9% | 1.0 |
| F – Failure | 0.0% to 59.9% | 0.0 |

1. **ADOPTED TEXT(S):**

*Benchmark Series Microsoft Word 2016 Desktop Publishing*

*Desktop Publishing eBook and SNAP 2016*

Publisher: Paradigm Education Solutions

By: Joanne Arford, Audrey Roggenkamp, Ian Rutkosky

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Website: <http://paradigm.emcp.com/benchmark-series-word-2016-desktop-publishing.html>

**Printed textbook, eBook, and SNAP 2016**

**BUNDLED ISBN: 978-0-76387-618-0**

1. **COURSE OBJECTIVES:**

Upon successful completion of the course, the student will be able to operate and perform advanced applications within desktop publishing design and editing software. The student will be able to perform the following competencies:

1. Define desktop publishing.
2. Evaluate documents using a document analysis guide.
3. Apply desktop publishing guidelines.
4. Refine word and line spacing in a document.
5. Create a personal calendar.
6. Create a resume using a template.
7. Use letterhead templates and create custom letterheads.
8. Create envelopes and business cards.
9. Plan and design a flyer.
10. Adjust and modify images.
11. Plan and create a newsletter.
12. Add design elements to a newsletter.
13. Plan and create a brochure.
14. Create booklets.
15. Create promotional documents for raffle tickets, registration forms, and postcards.
16. Create a mail merge for mailing promotional items.
17. **COURSE METHODOLOGY**

*Can include any of the following:*

1. Portfolio of documentation representing skills and knowledge gained.
2. Hands on textbook applications and exercises for creating and designing various office application documents.
3. May include but not limited to: lecture, independent and group projects, in-class and at-home assignments, tests and quizzes.

*Must include:*

1. SNAP 2016 assessment activities, tests, and exams.
2. Software can be purchased from <http://paradigm.emcp.com/snap-2016-web-based-training-and-assessment.html> if you purchased a used book. All SSCC bookstore bundled packages will include book and SNAP 2016 software.
3. **COURSE OUTLINE:**

**Week 1:** Level 1 – Chapter 1 - Course Learning Objective 1: Students will be able to define the term desktop publishing and use Microsoft Word 2016 to design and create a document.

**Week 2**: Level 1 – Chapter 1 - Course Learning Objective 2: Students will use a Document Analysis Guide to analyze focus, balance, proportion, contrast, directional flow, consistency and color in Project 1.

**Week 3:** Level 1 – Chapter 2 - Course Learning Objective 3: Students will apply desktop publishing guidelines by applying font colors and effects to a conference sign.

**Week 4:** Level 1 – Chapter 2 - Course Learning Objective 4: Students will change and refine word and line spacing by creating an invitation.

**Week 5:** Level 1 – Chapter 3 - Course Learning Objective 5: Students will create a personal calendar using a predesigned template.

**Week 6:** Level 1 – Chapter 3- Course Learning Objective 6: Students will create a resume using a predesigned template.

**Week 7:** Level 1 – Chapter 4 - Course Learning Objective 7: Students will create documents using letterhead templates and create a custom letterhead.

**Week 8:** Level 1 – Chapter 4 - Course Learning Objective 8: Students will create an envelope and a business card by using text boxes, grouped objects, and ruled lines. Midterm test will be completed.

**Week 9:** Level 2 – Chapter 5 - Course Learning Objective 9: Students will plan and modify document elements as they relate to color, adding text and images, insert images from a scanner or digital camera by creating an announcement with shapes and picture fill using a drawing grid.

**Week 10:** Level 2 – Chapter 5 – Course Learning Objective 10: Students will create the front and back sides of an announcement with a border, text box, word art, and an image.

**Week 11:** Level 2 – Chapter 6 - Course Learning Objective 11: Students will plan and create a brochure by creating a nameplate, a folio, a subtitle, a headline, a byline, the body of the newsletter.

**Week 12:** Level 2 – Chapter 6 - Course Learning Objective 12: Students add design elements to a newsletter by inserting graphic elements and viewing the newsletter in web and PDF format and merging into a data source for mailing.

**Week 13:** Level 2 – Chapter 7 - Course Learning Objective 13: Students will be able to plan and create a brochure by using columns and creating panels.

**Week 14:** Level 2 – Chapter 7 – Course Learning Objective 14: Students will create a modified book fold to create a membership directory booklet.

**Week 15:** Level 2 – Chapter 8 – Course Learning Objectives 15 and 16: Students will create a raffle ticket, registration form, and postcard. A data source will be created form merging labels for a promotional postcard mailing.

**Week 16:** Final Test and Reflections survey will be completed.

 \**Instructor will reserve the right to organize work to meet objectives of the course*.

1. **OTHER REQUIRED BOOKS, SOFTWARE AND MATERIALS:**
2. A fast, reliable Internet connection is required for access to SNAP 2016 web-based training and assessment and access to student data files.
3. Microsoft Office 2016 provided free from Microsoft thru MySSCC MyMail.
4. Student Data Files available at [http://paradigm.bookshelf.emcp.com](http://paradigm.bookshelf.emcp.com/)
5. eBook code provided by Paradigm good for 365 days.
6. Current SNAP 2016 access code for accessing online resources.
7. **Computer Time:** Approximately six to eight hours per week of computer time outside of class is recommended for successful completion of course requirements.
8. **EVALUATION:**

|  |  |
| --- | --- |
| **Information**   | **Evaluation Points**   |
| Weekly Chapter Assessments | 400 |
| Midterm and Final Assessments | 200 |
| Final Project (Non-Profit Brochure): Step 1 (15 points); Step 2 (30 points); Step 3 (85 points) | 130 |
| Chapter Notes  | 80 |
| Course Discussion Activity and Actively Participating by logging into your course 3-4 times a week.  | 45 |
| Chapter Quizzes (15 points each) | 120 |
| Course Reflections Survey | 25 |
| **Total**   | 1,000 |

1. **SPECIFIC MANAGEMENT REQUIREMENTS:**

Assignments will be evaluated according to instructor directives.

1. **OTHER INFORMATION:**

**FERPA:** Students need to understand that your work may be seen by others. Others may see your work when being distributed, during group project work, or if it is chosen for demonstration purposes.

Students also need to know that there is a strong possibility that your work may be submitted to other entities for the purpose of plagiarism checks.

**DISABILITIES:** Students with disabilities may contact the Disabilities Service Office, Central Campus, at 800-628-7722 or 937-393-3431.