Course Title – Desktop Publishing  
Course Prefix and Number – POFI 2331  
Department – Business and Office Administration  Division – Technology and Business  
Course Type: (check one)  
☐ Academic General Education Course (from ACGM – but not in WCJC Core)  
☐ Academic WCJC Core Course  
☒ WECM course (This course is a Special Topics or Unique Needs Course:  Y ☐ or N ☒)  

<table>
<thead>
<tr>
<th>Semester Credit Hours #</th>
<th>Lecture Hours #</th>
<th>Lab/Other Hours #</th>
</tr>
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<tbody>
<tr>
<td>3</td>
<td>2</td>
<td>2</td>
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Equated Pay hours for course - 3

Course Catalog Description - In-depth coverage of desktop publishing terminology, text editing, and use of design principles. Emphasis on layout techniques, graphics, multiple page displays, and business applications. Microsoft Office Word, PowerPoint, and Publisher will be used.

Prerequisites/Co-requisites – Proficiency in word processing software.
I. Topical Outline – Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, clinical or other non-lecture instruction):

The student will define desktop publishing terminology, manipulate text and graphics to create a balanced and focused layout; and create fliers, brochures, and multiple-page documents according to specified procedures.

   I. Getting started with Microsoft Publisher
   II. Creating a publication
   III. Working with text
   IV. Working with graphic objects
   V. Enhancing a publication
   VI. Improving a design
   VII. Working with multiple pages
   VIII. Using advanced features
   IX. Working efficiently

II. Course Learning Outcomes

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>Methods of Assessment</th>
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<tbody>
<tr>
<td>Upon successful completion of this course, students will:</td>
<td>Hands-on Application Tests</td>
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<tr>
<td>Define desktop publishing terminology; manipulate text and graphics to create a</td>
<td>Written Theory Tests</td>
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<tr>
<td>balanced and focused layout; and create fliers, brochures, and multiple page</td>
<td>Exercises</td>
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<tr>
<td>documents</td>
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III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by Student.

Required: The most recent edition of *Microsoft Publisher* by Elizabeth Eisner Reding, Cengage Publisher.

One flash drive to store daily work and student data files that are provided by the publisher. The teacher will provide the test flash drive for hands-on application tests. The student also needs a special notebook with protective pages to create a Portfolio.

IV. Suggested Course Maximum - 20 since it requires a computer classroom

V. List any specific spatial or physical requirements beyond a typical classroom required to teach the course.
At least 20 computers with front USB ports, Laser printer, at least one color printer, desks for the computers and printers, internet access, Microsoft Publisher, and the latest Microsoft Office.

VI. Course Requirements/Grading System – Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course

50% Hands-on Application Tests
15% Written Theory Tests
35% Exercises

The following grading scale will be used to determine grades for the class.

<table>
<thead>
<tr>
<th>If your score is</th>
<th>Your grade is</th>
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<tbody>
<tr>
<td>90% up to 100%</td>
<td>A</td>
</tr>
<tr>
<td>80% up to 89%</td>
<td>B</td>
</tr>
<tr>
<td>70% up to 79%</td>
<td>C</td>
</tr>
<tr>
<td>60% up to 69%</td>
<td>D</td>
</tr>
<tr>
<td>59% or below</td>
<td>F</td>
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</table>

VII. Curriculum Checklist

☐ - Academic General Education Course (from ACGM – but not in WCJC Core)
   No additional documentation needed

☐ - Academic WCJC Core Course
   Attach the Core Curriculum Checklist, including the following:
   • Basic Intellectual Competencies
   • Perspectives
   • Exemplary Educational Objectives

☒ - WECM Courses
   If needed, revise the Program SCANS Matrix & Competencies Checklist.