

**Purpose:** It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of Wharton County Junior College, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction.

**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)

**Semester Credit Hours # : Lecture hours# : Lab/other hours #      3:2:2**

**Equated Pay hours for course – 3**

**Course Catalog Description -** This course offers an 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.

**Prerequisites/Corequisites -** Proficiency in word processing software.

List Lab/ Other Hours
Lab Hours 2
Clinical Hours
Practicum Hours
Other (list)

**Approvals – the contents of this document have been reviewed and are found to be accurate.**

Prepared by Mary Wilson	Signature <i>Mary Wilson</i>	Date 9/09
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Dean of Vocational Instruction	Signature <i>Luc</i>	Date 9-24-09

**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.*

Upon successful completion of this course, the student will use Microsoft Word 2007 to:

- Use basic type-oriented design techniques available with Microsoft Word 2007 to enhance the readability of multiple-page, portrait, or landscape documents such as letterheads, business cards, personal documents, flyers, brochures, promotional documents, presentational materials, newsletters and reports.
- Use Microsoft Publisher to produce flyers.
- Enhance the visual appeal of business and personal documents with variable page layouts using standardized type and graphic design techniques along with Word templates and clip art.

**II. Course Learning Outcomes**

Course Learning Outcome	Method of Assessment
Create a balanced and focused layout by manipulating text and graphics to produce business documents using correct design principles.	At least 90% of students will correctly answer at least 70% of the questions on a comprehensive written exam.

**III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by Student.**

Required: *Advanced Microsoft Word 2007: Desktop Publishing*, Joanne Arford, EMC Paradigm Publishing Inc., 2008. ISBN: 978-0-76383-118-9, [www.emcp.com](http://www.emcp.com)

One flash drive to store daily work and student data file provided by the publisher. The teacher will provide the test disk for hands-on application tests. The student also needs a special notebook (available at an office supply store) with protective pages to create a Portfolio. An example is the Acco Swing-Ring Presentation book, #47001, 12 pockets.

**IV. Suggested Course Maximum - 22**

**V. List any specific spatial or physical requirements beyond a typical classroom required to teach the course.**

22 computers with front USB ports, Laser printer, at least one color printer, desks for the computers and printers, internet access, and Microsoft Office 2007.

**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
- 20% Assessment/Creative Activity/Projects
- 15% Daily Exercises

**Application Tests:** There will be 3 hands-on tests (including the final) where the student will perform tasks using the computer. The instructor will give the student a test disk to use for the test, and the codes on the test disk will be checked. *The average of the hands-on tests counts for 50% of the final course grade.*

**Theory Tests:** There will be 11 written tests (plus a comprehensive final exam) covering the theory portion of the chapters. The tests will be true/false, matching, multiple choice, and short answer. *The average of the written tests counts for 15% of the final course grade.*

**Assessment:** Some graded projects will be taken from the Creative Activity section of the textbook, some from the Skills Assessment, and some projects will be outside assignments. Some Skills Assessments and Creative Activities will count towards the daily exercise points. The Schedule designates the graded projects. *The average will comprise 20% of the final course grade.*

**Daily Exercises:** *The average of the daily exercises counts for 15% of the final course grade.*

**Portfolio:** The students will create a portfolio throughout the course showcasing their desktop publishing projects. It is counted towards the Assessment/Creative Activity/Projects grade.

## Assignments

### Schedule

#### Orientation and Chapter 1: Understanding the DTP Process

**Exer 1.1** Evaluating a Document. Save it on your disk and key the answers on the form. p 38. Due.

#### Chapter 2: Preparing Internal Documents

**Exer 2.1** Conference sign (**Assessment grade**) Adjust as necessary, p 69. Due  
Turn **off** the drawing canvas: Office button, Word Options, Advanced, No checkmark next to Automatically create drawing canvas when inserting AutoShapes, OK.

**Exer 2.2** Workshop Handout Cover. p 76.

**Exer 2.4** Fax Cover Sheet Template p 93. **Be sure and save it on YOUR disk.** Place an X in the "Please Reply" box. **Skip step 5(c).**

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*Bring 5 business cards stapled on a sheet of paper in the proper ranking of 1<sup>st</sup> through 5<sup>th</sup>. List the reasons why you liked/disliked each card. State if each card is symmetrical or asymmetrical.*

**Exer 2.5a & 2.5b** p 106 Memo with Watermark [**Portfolio**] Step 3(d)(2): At the Borders and Shading dialog box, select the **BORDERS** tab. Skip step 3(e). Step 6: Change xx to your reference initials and add your textbox ID before you print.

#### Written Test 1 over Chapter 1.

#### Five business cards. (Assessment grade)

**Exer 2.6** Agenda, p 114. Step 2: Save as Word document (.docx) instead of .pdf format.) If you see tracking information, click on REVIEW, ACCEPT, ACCEPT ALL CHANGES or FINAL SHOWING MARKUP, FINAL. Replace the graphic with Ch 2 Hospital Logo so that it looks like the example.

**Assessment 2.2** Memo with watermark p 121 (**Assessment grade**) *Yours should NOT look exactly like the sample on page 122. Use any appropriate clipart and bullets. Use April 1 and the current year for the date.*

#### Written Test 2

#### Chapter 3: Letterheads, Envelopes, Business Cards

**Exer 3.1** Creating a Letterhead from the Online Templates, p 134. Use a real envelope supplied by your instructor.



**Exer 3.2** Letterhead with Textbox in a Header and Footer Pane, p 154  
Step 1(k)5 p 156 Use 22 points Step 1(k)7 Use 450 points after. *Skip Step 4 p 158.*

**Exer 3.4** Using WordArt to create a letterhead, p 167 Step 5(d) Create a line below the heading "Florists." Step 5(e) Insert the date

**Project: Personal Letterhead (Assessment grade) [Portfolio]**

- ◆ Design a personal letterhead for yourself that doesn't use a template and doesn't look exactly like any in the textbook.
- ◆ Don't make up a company; use your real name, address, phone number, and e-mail address. Don't use the words *phone* and *e-mail* unless necessary.
- ◆ Use the same design as the business card, portfolio cover and table of contents for consistency.
- ◆ The letterhead must be no longer than 2" from the top **edge** of the paper.
- ◆ Use a header.

**Exer 3.6** Business card, p 180 Use 13-point Viner Hand ITC. Step 3(c) Press the No Spacing style before changing the font size. Step 3(g) Also select the name and title. Step 7(b) You won't see anything after you press F3. Step 9 Print the guidelines. Delete the last business card and replace it with your ID.

### Written Test 3

**Project: Personal Business Card (Assessment grade) [Portfolio]**

- ◆ Create a page of personal business cards for yourself. Don't make up a company; use your real name, address, phone number, and e-mail address. Don't use the words *phone* and *e-mail* unless necessary.
- ◆ Use the Labels feature and Avery US Letter 8376 business card label definition.
- ◆ Don't print grid or borders.
- ◆ Save the building block entry as your first name.
- ◆ Don't use a template.
- ◆ Use some color; include an appropriate graphic (optional).
- ◆ It should be an asymmetrical design.
- ◆ After you design one card, **let me approve it before** you fill the entire page so that changes can easily be made.
- ◆ Print on perforated business card stock provided by your instructor. First print the cards on regular paper to make sure it will fit on the perforated paper.
- ◆ Turn in the practice sheet and one (1) business card from the card stock.
- ◆ Include one (1) business card in your portfolio in the appropriate location.

**Prepare portfolio:** Turn in your portfolio with a cover sheet, table of contents (list everything), and all specified documents from Ch 1-3 in the correct order according to the Portfolio section in the student syllabus. Leave blank pages for documents beyond Ch 3. Do not put them front and back. (**Assessment grade**)

### Hands-on Test 1 (Chapters 1-3) Parts 1 and 2

### Hands-on Test 1 Part 3

#### Chapter 4: Personal Documents

**Exer 4.3**, calendar, p 211 (**Assessment grade**) [**Portfolio**] Step 1(a) Insert a picture of your choice. Add "click to insert picture" Step 1(b) Do the HINT first. Step 1(g) Insert a picture of your choice. Step 2(b) Click the current year calendars. Download it and then scroll or page down to locate September or the month of your choice. Step 2(d) Click on your Exer 4.3 file first to select it. Step 2(g) Use the color of your choice. You can also change the font. Step 3: You can also add your own information such as a birthday. Step 4(c) Adjust the Shape color to complement your picture and use the *Center Gradient* color of your choice. You might need to change the color of the font. Step 4(d) Center align your own text such as *Spring is Here*.

**Exer 4.5**, Award Certificate, p 234 [**Portfolio**] Step 1(k) Add: Replace Diane Gohike with your name. Step 2(j) Add: You might need to add a right tab. Step 4(h) Add: Insert your ID textbox. *Skip Step 5.*  
Step 6 Add: Write your signature using the Scribble button from Shapes. Also Step 6: Save the template on your disk. You will turn in two forms: one blank and one completed.

## Written Test 4

### Chapter 5: Promotional Documents

**Exer 5.1**, Announcement, p 277 (**Assessment grade**) Use any applicable clipart. Step 4: Control Home first before adding the page color. Step 7 add: Draw the ID textbox and then change it to any shape.

To print the yellow background: OFFICE BUTTON, WORD OPTIONS, DISPLAY, checkmark PRINT BACKGROUND COLORS AND IMAGES.

**Exer 5.2**, Shapes with picture fill, p 286. Step 4(d) Use any appropriate photograph, but don't use the same pictures shown in the book. The first arrow will be a vegetable photograph, the second arrow will be a fruit photograph, and the third arrow will be an exercise photograph.

**Exer 5.3**, Flyer, p 297 [**Portfolio**] You can choose your own color for the flower.

## Written Test 5

### Chapter 6: Brochures

**Exer 6.1**, Dummy, p 347 Step 1(d)(4) Figure 6.2 is on page 337. Put your textbox ID on panel 6. *Skip Step 4. Fold it* and turn it in.

**Exer 6.2**, p 349 Brochure: *print but don't turn in yet.* 19 Step 2(i)2: Change the column width to 2.75 and the spacing to 0.88. *Skip step 2(o)1.*

**Exer 6.3**, p 353 Brochure: *turn it in printed on BOTH sides and folded.* [**Portfolio**] (**Assessment grade**) Step 4(b) Use line breaks [shift enter] if necessary. In order to place spacing between the dotted line and the text: Borders and Shading dialog box, Options, From Text, Top: 20 points, OK, OK. Put your ID textbox on the cover.

### Chapter 7: Specialty Promotional Documents and Mail Merge

**Exer 7.2**, Creating Lines for Typing, p 400, (**Assessment grade**) Step 1a add: Choose No Spacing style. Step 1b: Change only the first line to Arial 20 pts. The date should be Arial 20 pts. Center the text. Step 1(e) Turn off small caps and it should be Arial 12 points. Step 6: At the bottom it should state: Mail registration to: Step 12: You will turn in two copies—the blank form and the completed form.

## Written Test 6

### Mail Merge

Complete the mail merge assignments from the handout.

**Exer 7.5**, p 418 Greeting Card Use Clip art on Office Online to find telephone **photographs**. They do not need to be the same photos as in the example. Step 4(d) Add: Flip Horizontal and then Flip Vertical. Step 6: Add your ID as WordArt so you can rotate it and put it on the back cover.

## Written Test 7 .

Create your own flyer or announcement re graduation, business-related idea, party, etc. (**Assessment grade**) .

## Hands-on Test 2 (Ch 4-7) Part 1

**Hands-on Test 2 (Ch 4-7) Parts 2 and 3** *No portfolio is due.*

## Chapter 8: Creating Basic Elements of a Newsletter

[Don't turn in Exer 8.1-8.7. Print and turn in Exer 8.8.]

**Exer 8.1** Folio, p 452 Refer to page 451. Step 1. Turn on the No Spacing style.

**Exer 8.2** Nameplate, p 454

**Exer 8.3** Subtitle, p 456 Refer to page 467

**Exer 8.4** Headline, p 457

**Exer 8.5** Body Text Style, p 458 Refer to page 451

**Exer 8.6** Subhead, p 460

**Exer 8.7** Byline, p 462

**Exer 8.8** Graphics, p 465 Refer to page 451.

*Skip Step 5e.* Step 8: Print and turn in the entire newsletter. *Skip Step 9.* (Assessment grade) [Portfolio]

### Written Test 8

#### Chapter 9: Using Design Elements to Enhance Newsletters

**Exer 9.1** Header/Footer, p 485 *Don't turn it in.* Step 4(b). You don't need to do this step if the feature is already turned off.

Step 9(a) Click the Go To Footer button in the Header & Footer tools in the Navigation group.

**Exer 9.2** Sidebar, p 491 *Don't turn it in.* Step 6: Use a picture of your choosing **instead** of the one in the book.

Step 9. Continue to name each file separately.

**Exer 9.3** Table of Contents, p 495 *Don't turn it in.*

**Exer 9.4** Pull Quote, p 499 (Assessment grade) Print and turn in both pages.

### Written Test 9

## Chapter 10: Creating Web Pages

**Exer 10.2**, p 558 **Personal Web Page (Assessment grade)** *Be truthful on your résumé.*

Step 2 add: Use the *No Spacing* style. Step 2 also: Use an animated picture.

Step 7 add: After you select your Theme, you can return to your WordArt and adjust the color to fit the theme.

Step 8: Replace the quotation with your job objective. Press the enter key. Apply a desired Quick Style such as Heading2.

Step 11: Leave off the word *Professional* and only key *Experience*. Include the month and year for your start and stop dates of employment. Include all of your work experience—not just office experience.

Step 13: Add Picture bullets.

Step 15: Wharton County Junior College's street address is 911 Boling Highway, Wharton, TX 77488. Example: Associate of Applied Science (AAS) in Office Administration expected May 2010.

Step 19: Add an icon in front of each contact similar to the example on page 562.

Step 21(a) through (f): Select Wharton County Junior College in the Education section and then click the **HYPERLINK** button on the *Insert* tab. Click *Existing File or Web Page* in the *Link To* section of the *Insert Hyperlink* dialog box. Type [www.wcjc.edu](http://www.wcjc.edu) in the URL ADDRESS box. Click the **SCREEN TIP** button. Type Wharton County Junior College in the Screen Tip box. Click OK twice. Create hyperlinks to employers. Include screen tips for the web addresses.

Step 25: Add the WEB PAGE PREVIEW button to the Quick Access toolbar by completing the following steps: Click the OFFICE button, click WORD OPTIONS, and then click CUSTOMIZE. In the *Choose commands from* list, click ALL COMMANDS, then click WEB PAGE PREVIEW, and then click ADD; click OK. Click the Web Page Preview button on the Quick Access toolbar. Make any necessary adjustments to your document.

Step 27: First do the following while in Web Page Preview: Click TOOLS, INTERNET OPTIONS, ADVANCED, PRINTING, PRINT BACKGROUND COLORS AND IMAGES, OK. ***Tell me when you have completed it so I can grade it on-screen to check the links.*** You will also turn in a printed copy.

### Written Test 10

## Chapter 11: Microsoft Publisher

**Exer 11.1**, Flyer, p 598,.

**Exer 11.4**, Newsletter, p 615, [Portfolio] (Assessment grade)

### Written Make-up tests

## Written Test 11

### Chapter 12: PowerPoint

**Exer 12.1** PowerPoint, p 649 Handwrite your ID.

**Exer 12.3** Inserting clipart, adding transitions, p 664 [**Portfolio**] (**Assessment grade**)

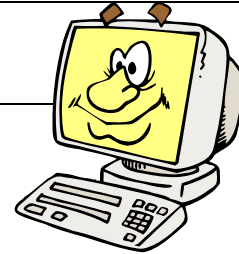
Step 4: In the DESIGN SLIDES section, click the SCENIC hyperlink.

Step 18 add: Click the left mouse button to advance. Press ESC or right click and choose END SHOW when you reach the seventh slide.

Step 20: Print only the first 6 slides as Slides 1-6, **handouts**, 6 slides per page. Handwrite your ID. **Tell me when you have completed it so I can grade it on-screen and check the slide and bullet transitions.** You will also turn in a printed copy.

## Hands on Make-up tests

## Written Test 12



## Final Exam

**Comprehensive Written Exam** (Ch 1-12)

**Hands-on Test 3** (Chapters 8-12)

Your completed portfolio is due at the *beginning* of the final exam.

## 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**  
Attach the following:
  - Program SCANS Matrix
  - Course SCANS Competencies Checklist