



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.

Microsoft Office Word, PowerPoint, and Publisher software will be used.

Prerequisites/Co requisites - 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.

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Division Chair Stephanic Dees	Signature <i>Stephanic Dees</i>	Date 6/30/2010
Vice President of Instruction or Dean of Vocational Instruction Dean Leigh Ann Collins	Signature <i>Leigh Ann Collins</i>	Date 9/29/10



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

One flash drive to store daily work and student data files that are 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, Microsoft Publisher, 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.

Schedule

Orientation and Chapter 1: Understanding the DTP Process
Written Test 1 over Chapter 1
Chapter 2: Preparing Internal Documents
Written Test 2
Chapter 3: Letterheads, Envelopes, Business Cards
Written Test 3
Hands-on Test 1 (Chapters 1-3)
Chapter 4: Personal Documents
Written Test 4
Chapter 5: Promotional Documents
Written Test 5
Chapter 6: Brochures
Written Test 6
Chapter 7: Specialty Promotional Documents and Mail Merge
Written Test 7
Hands-on Test 2 (Ch 4-7)
Chapter 8: Creating Basic Elements of a Newsletter
Written Test 8
Chapter 9: Using Design Elements to Enhance Newsletters
Written Test 9
Chapter 10: Creating Web Pages
Written Test 10
Chapter 11: Microsoft Publisher
Written Test 11
Chapter 12: PowerPoint
Written Test 12
Hands-on Test 3 (Chapters 8-12)
Comprehensive Final Exam (Ch 1-12)

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.