



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 - 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.

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

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Date 5/14/2015

Reviewed by Department Head Celine Siewert

Date 5/14/2015

Accuracy verified by Division Chair David Kucera

Date 6/15/2015

Approved by Dean or Vice President of Instruction Leigh Ann Collins

Date 12/3/15



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

Learning Outcomes	Methods of Assessment
<p>Upon successful completion of this course, students will:</p> <p>Define desktop publishing terminology; manipulate text and graphics to create a balanced and focused layout; and create fliers, brochures, and multiple page documents</p>	<p>Hands-on Application Tests Written Theory Tests Exercises</p>

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.

If your score is	Your grade is
90% up to 100%	A
80% up to 89%	B
70% up to 79%	C
60% up to 69%	D
59% or below	F

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.