

**SAN DIEGO COMMUNITY COLLEGE DISTRICT
CITY, MESA, AND MIRAMAR COLLEGES
ASSOCIATE DEGREE COURSE OUTLINE**

SECTION I**SUBJECT AREA AND COURSE NUMBER:** Computer Business Technology 170**COURSE TITLE:** Desktop Publishing**Units: 2**
Grade Only**CATALOG COURSE DESCRIPTION:**

This course is designed for office support staff, administrative assistants, small business owners, and others who require a basic knowledge of desktop publishing. Students in this hands-on course learn the features of desktop publishing software by designing and creating professional quality publications for business and home. This course, or sections of this course, may be offered through distance education.

REQUISITES:**Advisory:**

ENGL 049 with a grade of "C" or better, or equivalent or Assessment Skill Level W5
&
ENGL 048 with a grade of "C" or better, or equivalent or Assessment Skill Level R5
&
CBTE 103 with a grade of "C" or better, or equivalent
&
CBTE 111 with a grade of "C" or better, or equivalent

FIELD TRIP REQUIREMENTS: May be required**TRANSFER APPLICABILITY:** Associate Degree Credit & transfer to CSU and/or private colleges and universities**TOTAL LECTURE HOURS:** 24 - 27**TOTAL LAB HOURS:** 24 - 27**STUDENT LEARNING OBJECTIVES:**

Upon successful completion of the course the student will be able to:

1. Use the following features of Microsoft Publisher to create publications such as flyers, newsletters, catalogs, and brochures: a. layout and design tools b. text frames, picture frames, WordArt frames, table frames c. WordArt text design d. graphic images and accents e. wizards and templates f. Cue Cards and on-line Help
2. Create documents for publication on the World Wide Web.

SECTION II**1. COURSE OUTLINE AND SCOPE:****A. Outline Of Topics:**

The following topics are included in the framework of the course but are not intended as limits on content. The order of presentation and relative emphasis will vary with each instructor.

I. Distance learning students will complete the same course content.

- A. Overview of Microsoft Publisher Basics
 - 1. identifying the components of the Publisher window
 - 2. working with Cue Cards
 - 3. using menus and keystroke equivalents
 - 4. using on-line Help
- B. Page Layout Commands
- C. Frames Overview
 - 1. text frames
 - 2. picture frames
 - 3. WordArt frames
 - 4. table frames
- D. Text Frames-Formatting Text
 - 1. three levels of formatting text
 - a. character
 - b. paragraph
 - c. frame
 - 2. design criteria
- E. Text Frames-Special Functions
 - 1. connecting and disconnecting text frames
 - 2. using AutoFlow
 - 3. using Styles
- F. Table Frames
 - 1. sizing rows and columns
 - 2. using AutoFormat
- G. WordArt
- H. Working with Images
 - 1. importing graphics
 - 2. copying and pasting objects
- I. Graphic Accents
 - 1. borders
 - 2. drop shadows
 - 3. shading
- J. Background Pages
- K. Special Functions
 - 1. Page Wizards
 - 2. Templates
- L. Web Pages
 - 1. Designing and Formatting Web Pages
 - 2. Creating and Inserting Hyperlinks
 - 3. Adding Images and Graphics
 - 4. Viewing Web Pages in Browser window

B. Appropriate Outside Assignments:

Outside assignments may include, but are not limited to, the following:

I. Distance learning students will submit their assignments electronically. Outside assignments may include but are not limited to the following:

II. 1. Collect samples of business catalogs, brochures, and newsletters and evaluate them according to the criteria of good design.

III. 2. Search the World Wide Web for information about starting a home-based desktop publishing company.

IV. 3. Develop a portfolio of documents created using Microsoft Publisher.

C. Writing Assignments:

Writing assignments are required and may include, but are not limited to, the following:

I. Writing assignments are required. Distance learning students will electronically submit their writing assignments. Writing assignments may include but are not limited to the following:

II. 1. Compose answers to chapter review questions.

A. 2. Describe how each of the following tools may be used in Publisher: Picture Frame, Crop, Wrap, Adjust, Add, Delete

III. 2. Explain how Publisher templates are used in business.

IV. 3. Create a 3-panel brochure on the topic of careers in Computer Business Technology.

D. Reading Assignments:

Reading assignments are required and may include but, are not limited to, the following:

I. Reading assignments are required. Distance learning students will access the readings via the Internet.

II. The reading assignments may include but are not limited to the following:

A. 1. Read articles in periodicals such as PC Magazine, Modern Office Technology and Managing Office Technology.

B. 2. Understand and recall information from articles distributed by the instructor, such as:

C. Parker, Roger C. "10 Easy Ways to Identify a Desktop Publishing Novice,"

<http://www.microsoft.com/publisher/html/essent2.htm>. "Create a Web Presentation,"

http://www.microsoft.com/Officereference/gettingresults/054_2.htm. "Microsoft Publisher Templates for Graphic Design," http://desktoppublishing.com/templ_mspub.html.

D. "What is Desktop Publishing?" <http://www.tasha.com/info.htm>.

E. Appropriate Assignments that Demonstrate Critical Thinking:

Critical thinking assignments are required and may include, but are not limited to, the following:

I. Distance learning students will electronically submit their assignments. Assignments that will demonstrate critical thinking may include but are not limited to the following:

II. 1. Analysis of the usefulness of Microsoft Publisher's Page Wizards.

III. 2. Application of appropriate layout and design of documents.

IV. 3. Exploration of the variety of design and formatting of pages on the Word Wide Web.

2. METHODS OF EVALUATION:

A student's grade will be based on multiple measures of performance unless the course requires no grade. Multiple measures may include, but are not limited to, the following:

I. A student's grade will be based on multiple measures of performance and will reflect the objectives set forth above. A final grade of "C" or better indicates that the student has the ability to successfully apply the theory and techniques taught in this course in subsequent courses. Distance learning students will submit their evaluations electronically and receive electronic feedback. Students are required to submit documents to demonstrate their ability to use desktop publishing software. Evaluation methods may include but are not limited to the following:

II. A. Accuracy and completeness of documents created with desktop publishing software.

III. B. Responses on objective-item examinations that test for understanding of software features and document design elements.

3. METHODS OF INSTRUCTION:

Methods of instruction may include, but are not limited to, the following:

* Distance Education

* Methods of instruction may include but are not limited to those listed, as well as and any other unique instructional strategies as shall be determined by each instructor. Distance learning students will attend regular electronic conferences; or where feasible, attend scheduled on-site conferences. Communication between distance learning students and instructor will take place at least once per completion of each course study unit.

* A. Computer-assisted instruction

* B. Electronic lectures in which students are taught in front of the computer

- * C. Audio-visual aids
- * D. Textbook
- * E. Handouts

4. REQUIRED TEXTS AND SUPPLIES:

Textbooks may include, but are not limited to:

TEXTBOOKS:

1. COURSE. DESKTOP PUBLISHING W/ADOBE PAGEMAKER 6.5, 1 ed. SHUMAN, ISBN: 0760049564
2. CRAM/REDING. MICROSOFT PUBL 97 ILL PROJ+MS PUBL STD ED, 1 ed. COURS, ISBN: 0760013098
3. SW. MICROSOFT PUBLISHER 98 W/3" DISK, 1 ed. EISCH, ISBN: 0538688823

MANUALS:

PERIODICALS:

SOFTWARE:

SUPPLIES:

- 1.

ORIGINATOR: Curricunet Version 2

CO-CONTRIBUTOR(S)

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