

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

OFSY 520

COURSE TITLE

DESKTOP PUBLISHING

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course introduces the basic principles of desktop publishing for print and the web: design format, design graphics, copy layout and write copy. Students will produce cards, posters and newsletters for print, and will understand the process of converting files to formats for use on the web. (FT)

LECTURE/LABORATORY HOURS

54

NOTE: In order to earn one (1) unit of high school credit, the student will be required to complete an additional 16 hours of work in an open lab for a total of 70 hours.

ADVISORIES

NONE

RECOMMENDED SKILL LEVEL

Ability to key by touch and use advanced Word Processing skills and techniques.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking

SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

4. Personal and Professional Development

SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

COURSE GOALS

To demonstrate and provide students with instruction in creating documents using various text and graphics; to provide opportunities for students to study and analyze elements of professional design and layout and to apply these principles to hands-on projects.

COURSE OBJECTIVES

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

1. Design a format based on audience, content, and publication size.
2. Edit copy for proper grammar, usage, spelling, issues of audience and editorial content.
3. Write text using the appropriate fonts and type sizes, hyphens, with white space, and window/orphan consideration to produce camera-ready copy.
4. Design (or choose from a gallery) graphics to enhance the message impact.
5. Layout the final product incorporating (cut and paste) graphics and accenting horizontal, vertical lines and boxes.
6. Print cards, posters and newsletters using appropriate paper and binding techniques.
7. Understand the process to convert print documents to formats for use on the web.
8. List and describe the various software and hardware currently used in the desktop publishing field.

SECTION II

COURSE CONTENT AND SCOPE

1. Overview of Desktop Publishing
 - 1.1. Limitations
 - 1.2. Current software
2. Page Composition and Layout Controls
 - 2.1. Headers
 - 2.2. Footers
 - 2.3. Page number
3. Content Creation and Editing
 - 3.1. Audience
 - 3.2. Size of publication
 - 3.3. Proofreading

COURSE CONTENT AND SCOPE (CONTINUED)

4. Font Creation and Editing
 - 4.1. Change
 - 4.2. Size
 - 4.3. Bold
 - 4.4. Italics
5. Integration of Text and Graphics
 - 5.1. Reverse text
 - 5.2. Rotating text
 - 5.3. Framing and positioning
 - 5.4. Wrapping
6. Graphic Design and Generation
 - 6.1. Cropping a graphic
 - 6.2. Borders
7. Styles
 - 7.1. Use of linked template
8. Typesetting and Word Processing
 - 8.1. Printing, binding and finishing
 - 8.2. When and how to convert print documents to PDF's for use on the web
9. Industry Standards
 - 9.1. Software
 - 9.2. Hardware

APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, periodicals, magazines, instructor-written materials, manuals and other publications related to design and layout.

APPROPRIATE WRITING ASSIGNMENTS

Appropriate writing assignments may include, but are not limited to, preparing text for an assigned project, identifying and listing industry standards, preparing a list of current software and hardware used in the field for desktop publishing, maintaining a portfolio of class assignments and providing written answers to specific questions related to layout and design.

OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to, reading texts and reference materials, planning and designing assigned projects such as a newsletter or poster, and researching current trends in the area of design and desktop publishing.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to, written and oral analysis and evaluation of readings and/or classroom materials; design and selection of appropriate features or application software to complete a project, understanding limitations of desktop publishing features, the incorporation of appropriate design elements, and prioritization of multi-task projects.

EVALUATION

Evaluation will be based on performance in a variety of activities and assignments such as:

1. Completion of assigned projects and writing assignments.
2. Written and practical exams.
3. Class participation.

Upon successful completion of each individual course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, lecture, lab, demonstration, tutorials, group/team work, individualized study, field trips, and other unique instructional strategies as determined by the instructor.

TEXTS AND SUPPLIES

Texts and code books must be current and relevant to the software being used such as:

Advanced Microsoft Word Desktop Publishing, EMC Paradigm, Joanne Arford, Judy Burnside, latest edition

Performing with Microsoft Publisher, Course Technology, Iris Blanc, Cathy Vento, latest edition
Desktop Publishing-Illustrated Projects, Carol M. Cram, latest edition

Microsoft Office Publisher Introductory Concepts and Techniques, Gary B. Shelly, Thomas J. Cashman, Joy L. Starks, latest edition

Supplies:

3 1/2" disks or Zip disk

PREPARED BY: Office Systems Professors DATE: April 21, 1987

REVISED BY: Marcy Schroeder DATE: September 15, 1989

REVISED BY: Karen Owen DATE: July 5, 1996

REVISED BY: Jane Newcomb/Sherry Coffey DATE: October 23, 2003

REVISED BY: Sharian Lott DATE: February 22, 2007

REVISED BY Instructional Services/SLO's Added DATE April 25, 2013

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog