SYLLABUS

DIVISION: Business and Engineering Technology   **REVISED:** January 2015

CURRICULA IN WHICH COURSE IS TAUGHT: Administrative Support Technology/Office
Information Systems

COURSE NUMBER AND TITLE: AST 253/255-Advanced Desktop Publishing (Word/Publisher)

CREDIT HOURS: 3 **HOURS/WK LEC:** 2 **HOURS/WK LAB:** 2 **LEC/LAB COMB:** N/A

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I.   **CATALOG DESCRIPTION:** Introduces specific desktop publishing software. The course teaches document layout and design, fonts, type styles, style sheets, and graphics and develops abilities in creating letterheads, business cards, brochures, newsletters, forms and many other publications.

II.   **RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:**

- Demonstrate knowledge of various administrative support functions to perform satisfactorily in an office environment.
- Communicate effectively in writing
- Demonstrate proficiency in using software to accurately format a variety of business correspondence.

III. **REQUIRED BACKGROUND/PREREQUISTIES:** AST 101 or equivalent, experience in using a word processing package, and ITE 115 or instructor approval

IV.   **COURSE CONTENT:**

Part I—Understanding and Applying Desktop Publishing Concepts
- Understanding the Desktop Publishing Process
- Applying and Modifying Fonts
- Inserting and Modifying Page Elements

Part II—Preparing Personal and Business Documents
- Creating Personal Documents
- Creating Letterheads, Envelopes, Business Cards, and Press Releases
- Creating Basic Elements of a Newsletter
- Using Design Elements to Enhance Newsletters

Part III—Preparing Personal Documents
- Creating Flyers and Announcements
- Creating Brochures and Booklets
- Creating Specialty Promotional Documents

Part IV—Producing Web Pages, and Microsoft Publisher Publications
- Creating Web Pages and Forms
- Introducing Microsoft Publisher 2013

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE   (Place X by all that apply)

X	Communications	X	Computational and Computer Skills
X	Learning Skills	X	Understanding Culture and Society
X	Critical Thinking	X	Understanding Science and Technology
X	Interpersonal Skills and Human Relations		Wellness

VI. LEARNER OUTCOMES   VII. EVALUATION

Learner outcome (starts with verb)	Evaluation method
• Demonstrate the effective use of basic tools and functions of Microsoft Word, Publisher and PowerPoint	Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests
Learner outcome • Demonstrate knowledge in defining desktop publishing, initiating the desktop publishing process, evaluating documents using the document analysis guide, and using online resources.	**Evaluation method** Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests
Learner outcome • Understanding basis typography, applying desktop publishing guidelines, using fonts, modifying font elements, adding symbols and special characters to a document, and applying advanced font formatting.	**Evaluation method** Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests

Learner outcome	Evaluation method
• Inserting document elements, using layers in documents, inserting images, bullets, text boxes, shapes, tables, and using templates.	Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests

Learner outcome
• Using Word to create personal documents:
  ✓ Creating CD/DVD jewel case inserts and labels
  ✓ Creating a personal calendar
  ✓ Arranging drawing objects to enhance personal documents
  ✓ Creating personal return labels
  ✓ Adding borders
  ✓ Creating a Template and Inserting Content Controls
  ✓ Creating a certificate using a template
  ✓ Creating a resume using a template
	Evaluation method
	Chapter Applications Exercises
	End-of-Chapter Labs and Reviews
	SNAP Online Training and Assessment
	Chapter & Unit Tests

Learner outcome • Produce letterheads, envelopes, business cards, and press releases • Identify the purpose of a letterhead • Customize a letterhead template • Customize text boxes and shapes • Create and format ruled lines • Create and customize envelopes • Create business cards using labels and quick parts • Insert and format WordArt • Refine letter, word and line spacing	**Evaluation method** Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests
Learner outcome • Understand, create, and format the basic elements of a newsletter • Review and apply design concepts to a newsletter • Set margins in a newsletter • Create and format columns in a newsletter • Create borders and ruled lines in a newsletter • Create drop caps	**Evaluation method** Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests

• Create, modify, and apply styles to a newsletter • Apply the Widow/Orphan control feature • Use Windows Paint to edit images • Use Windows Fax and Scan • Mail a newsletter	
Learner outcome • Understanding newsletter design and formatting techniques • Creating headers and footers • Adding spot color to a newsletter • Creating sidebars, table of contents, pull quotes, kickers and end signs, captions, and newsletter mastheads. • Using linked textboxes and scanned or downloaded images in a newsletter • Understanding copyfitting and distributing a newsletter.	**Evaluation method** Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests
Learner outcome • Planning and designing flyers and announcements. • Inserting Images from a scanner or digital camera • Using color to enhance promotional documents • Showing document content • Modifying document elements to enhance promotional materials • Adjusting pictures • Creating SmartArt Graphics	**Evaluation method** Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests
Learner outcome • Planning and creating brochures and booklets • Using columns for format brochures and booklets • Understanding duplex printing • Creatinig booklets • Modifying styles and style sets • Using the 2 pages per sheet feature to create brochures and booklets.	**Evaluation method** Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests

Learner outcome	Evaluation method
- Creating speciality promotionsal documents - Creating raffle tickets, registration forms, postcards, invitations, greeting cards, promotional posters, and bookmarks - Merging promotional documents for mailing	Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests
Learner outcome	**Evaluation method**
- Understanding and accessing web pages - Planning and designing a web Page - Creating a web page - Creating a form using content controls and legacy tools	Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests
Learner outcome	**Evaluation method**
- Understanding the capabilities of Microsoft Publisher - Applying design concepts when working in Publisher - Getting started with Publisher - Using basic Publisher options to format a publication - Using business information sets - Working with fonts and color schemes - Working with a Master Page - Aligning objects with Layout Guides - Using the design checker - Inserting building blocks - Working with pictures, captions, and shapes - Formatting text - Sharing a publication - Preparing a publication for commercial printing	Chapter Applications Exercises End-of-Chapter Labs and Reviews SNAP Online Training and Assessment Chapter & Unit Tests