

Angelina College
Business Division
POFI 2331.I01 Desktop Publishing
Must Use: Microsoft WORD 2013
Online Course
Instructional Syllabus

I. BASIC COURSE INFORMATION

A. Course Description:

Three hours credit. In-depth coverage of desktop publishing terminology, text editing, and use of design principles. Emphasis on layout techniques, graphics, and multiple page displays and business applications.

Prerequisite: **ITSW 1301**. Three lecture hours each week plus one hour of lab exercises.

Lab fee.

B. Intended Audience:

This course is designed for any student who has extensive knowledge of Word 2010 or 2013 and would like to learn to use and/or improve upon using its desktop publishing features.

C. Instructor:

Name: Kay Cummings

Office Location: B102D

Office Hours: MW 8:30 – 11:00 a.m. and 1:00 – 3:00 p.m.

TR 8:30 – 9:30 a.m. and 1:00 – 3:00 p.m.

F 8:00 a.m. – 12:00 p.m. (other times by appointment)

Phone: (936) 633-5434

E-mail Address: kcummings@angelina.edu

II. INTENDED STUDENT OUTCOMES:

A. Core Objectives Required for this Course

1. **Critical Thinking:** to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication:** to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
3. **Empirical and Quantitative Skills:** to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusion

B. Course Learning Outcomes for all sections

1. Manipulate text and graphics to create a balanced and focused layout.
2. Define desktop publishing terminology.
3. Create fliers, brochures, and multiple page documents.

III. ASSESSMENT MEASURES:

A. Assessments for the Core Objectives

1. **Critical Thinking:** The specific learning activity that will be utilized for official assessment purposes will be to manipulate text and graphics to create a balanced and focused layout by completing Chapter 2 Assessments, Applying and Modifying Fonts, Format a Fundraiser Invitation. The student's performance of this specific learning activity will be assessed through utilization of the AC Critical Thinking Skills value rubric
2. **Communication Skills:** The specific learning activity that will be utilized for official assessment purposes will be to define desktop terminology through ten embedded questions within the Final Exam (includes all key terms and concepts covered in this course). The student's performance of this specific learning activity, will be assessed through utilization of the AC Communication Skills value rubric
3. **Empirical and Quantitative Skills:** The specific activity that will be utilized for official assessment purposes will be Chapter 9, Creating Brochure—Safari six panel. This will require calculating margins and column widths; then, inserting text boxes and graphics sized appropriately to fit within brochure margins. The student's performance of this specific learning activity will be assessed through utilization of the AC Empirical and Quantitative Skills value rubric.

B. Assessments for Course Objectives for all sections –

1. Students will demonstrate their ability to use desktop publishing skills to manipulate text and graphics to create a balanced and focused layout, for successful completion of internal documents.
2. Students will demonstrate their knowledge of the theory and techniques required to properly identify desktop publishing terminology and concepts through studying and preparing for the Final Exam.
3. Students will demonstrate their ability to use Microsoft WORD 2013 to create brochures from Chapter 9, Creating Brochures and Booklets

IV. INSTRUCTIONAL PROCEDURES:

A. Methodologies determined by the instructor

Methodologies used in this course include **Assignment Information PowerPoint Presentations** and **e-mail**. The student will be encouraged to ask questions through Blackboard e-mail. **Hands-on exercises** are required. Assessment **assignments** will be given to reinforce the information as lab activities; which constitutes the lab hours.

V. COURSE REQUIREMENTS AND POLICIES:

A. Required Textbooks, Materials, and Equipment –

Arford, Joanne, Audrey Roggenkamp, and Ian Rutkosky. *Advanced Microsoft Word 2013 Desktop Publishing, Signature Series*. St. Paul, MN. Paradigm Publishing, Inc., 2014.

Must have access to the Internet

Must have Microsoft WORD 2013 software

Memory Stick

Other supplies as needed at home

B. Course Policies – (This course conforms to the policies of Angelina College as stated in the Angelina College Handbook.)

Academic Assistance – If you have a disability (as cited in Section 504 of the Rehabilitation Act of 1973 or Title II of the Americans with Disabilities Act of 1990) that may affect your participation in this class, you should see Sellestine Hunt Associate Dean of Student Services, Student Center, Room 200. At a post-secondary institution, you must self-identify as a person with a disability; Ms. Hunt will assist you with the necessary information to do so.

Discrimination – Angelina College admits students without regard for race, color, creed, sex, national origin, age, religion, or disability. To report any complaints of discrimination related to disability, you should contact Mr. Steve Hudman, Dean of Student Affairs, in Student Center, Room 101, [\(936\) 633-5292](tel:9366335292) or by email shudman@angelina.edu.

Veterans - You must comply with your specific attendance requirements in addition to the attendance requirements specified in this syllabus.

Attendance – You are expected to attend class regularly, online you must submit documents on time. According to Angelina College's policy, an instructor may drop a student after 3 consecutive or 4 accumulative absences, and if the student wishes to be readmitted, the approval must come from the Dean of Instruction. If you are unable to complete this course, you must **withdraw by November 7, 2016, to receive a grade of 'W'**.

Additional Policies Established by the Individual Instructor – Submit documents on time.

All make-up work is at the discretion of the instructor. When such make-up work is allowed, it is the responsibility of the student to arrange for it with the instructor and to complete it within a reasonable time.

VI. COURSE OUTLINE: Description of the Course Activities, including due dates, schedules, and deadlines.

- August** **24: Online Orientation, E-mail kcummings@angelina.edu**
- 24: Chapter 1: “*Understanding the Desktop Publishing Process*,” pp. 3-50 (Read!)
Chapter 1 Key Points Review Quiz (Page 47).
- 31 Chapter 2: “*Applying and Modifying Fonts*,” pp. 51-83 (Assignments and Labs Available).
Chapter 2 Key Points Review Quiz (Page 79).
- September** **5: Labor Day Holiday**
- 7: Due Date for Chapter 1 Key Points Review Quiz (11:59 p.m.)**
- 19: Due Date for Chapter 2, all assignments and quiz (11:59 p.m.)**
- 19: Chapter 3: “*Inserting and Modifying Page Elements*,” pp. 8-125 (Assignments and Labs Available).
Chapter 3 Key Points Review Quiz (Page 119).
- 26: Due Date for Chapter 3, all assignments and quiz (11:59 p.m.)**
- 25-27: Unit I Theory Test—Chapters 1-3 (Available)**
- 26: Chapter 4: “*Creating Personal Documents*,” pp. 137-179 (Assignments and Labs Available).
Chapter 4 Key Points Review Quiz (Page 173).
- October** **3: Due Date for Chapter 4, all assignments and quiz (11:59 p.m.)**
- 3: Chapter 5: “*Creating Letterheads, Envelopes, Business Cards, and Press Releases*,” pp. 181-234
(Assignments Available). Chapter 5 Key Points Review Quiz (Page 227-228).
- 10: Due Date for Chapter 5, all assignments and quiz (11:59 p.m.)**
- 10: Chapter 6: “*Creating Basic Elements of a Newsletter*,” pp. 235-271 (Assignments Available, No Lab).
Chapter 6 Key Points Review Quiz (Page 266).
- 24: Due Date for Chapter 6, all assignments and quiz (11:59 p.m.)**
- 24: Chapter 7: “*Using Design Elements to Enhance Newsletters*,” pp. 273-324 (Assignments and
Labs Available). Chapter 7 Key Points Review Quiz (Page 319).
- 31: Due Date for Chapter 7, all assignments and quiz (11:59 p.m.)**
- 30-Nov 1: Unit 2 Theory Test—Chapters 4-7 (Available)**
- 31: Chapter 8: “*Creating Flyers and Announcements*,” pp. 333-384 (Assignments Available).
Chapter 8 Key Points Review Quiz (Page 378)
- November** **14: Due Date for Chapter 8, all assignments and quiz (11:59 p.m.)**
- 14: Chapter 9: “*Creating Brochures and Booklets*,” pp. 385-427 (Assignments Available)
Chapter 9 Key Points Review Quiz (Page 421)
- 28: Due Date for Chapter 9, all assignments and quiz (11:59 p.m.)**
- 28: Chapter 10: “*Creating specialty Promotional Documents*,” pp. 429-476 (Assignments Available).
Chapter 10 Key Points Review Quiz (page 467).
- December** **7 Due Date for Chapter 10, all assignments and quiz (11:59 p.m.)**
- 6-8 Unit 3 Theory Test—Chapters 8-10 (Available)**
- 9-12: Final Exam (Comprehensive—Reviewing Key Points Quizzes)**

****THIS COURSE OUTLINE IS SUBJECT TO MODIFICATION AT THE DISCRETION OF THE INSTRUCTOR.**

VII. EVALUATION AND GRADING:

- A. Major Exams:** Three theory exams at 100 points each (300 points total). Students must take exams at the time they are scheduled. A student who misses an exam must come to campus to make up that exam. These exams will be given after the completion of the first three chapters, after chapters 4-7, and after the last three chapters of material in your textbook.
- B. Chapter Quizzes: Reviewing Key Points:** The answers to the questions at the end of each chapter, Reviewing Key Points, must be completed and the quiz taken online over these questions for each chapter. (117 points)
- C. Class Production:** Over 40 exercises at 10 to 30 points each (930 points total). Exercises must be completed by due dates. The exercises assigned in each chapter must be submitted as they are completed, after which the instructor will then check them for errors. **Two points will be deducted for each error found** (of any type-- format, typing, etc.) Deadline dates will be given for each unit of material to be submitted.
- D. Lab Exercises:** These lab exercises (totaling 125 points) constitute a minimum of 1 hour per week. These exercises will be assigned from one Assessment at the end of most chapters.
- E. Final Exam:** Comprehensive Written Examination worth 200 points; the test will cover the material in your textbook, and will come specifically from the Key Points Review quizzes.

F. Grading Criteria:)

Three Major Tests:	300	points (100 points each)
Chapter Quizzes:	117	points
Class Production:	930	points
Lab Assessments:	125	points
Written Final Examination:	<u>200</u>	<u>points</u>
Total Points	=	1672 points

G. Determination of Grade:

- A = 1489 – 1672
B = 1338 – 1488
C = 1153 – 1337
D = 987 – 1152
F = 986 or below

The instructor may modify the provisions of the syllabus to meet individual class needs by informing the class in advance as to the changes being made.