

Angelina College  
Business Division  
POFI 2331.I01 Desktop Publishing  
Must Use: Microsoft WORD 2016  
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 or 2016 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:     Mon     8:30 – 11:00 a.m. and 1:00 – 3:30 p.m.  
                          Wed     8:30 – 11:00 a.m. and 2:30 – 3:30 p.m.  
                          Tues    8:30 – 9:30 a.m. and 1:00 – 3:30 p.m.  
                          Thurs   8:30 – 9:30 a.m.  
                          Fri     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 Unit 1, 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 Unit 2, Chapter 7, Creating Brochures and Booklets—Safari three-panel brochure. 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 2016 to create brochures from Unit 2 Chapter 7, Creating Brochures and Booklets.

**IV. INSTRUCTIONAL PROCEDURES:**

**A. Methodologies determined by the instructor**

Methodologies used in this course include **Assignment Information PowerPoint Presentations, e-mail** and **Classroom Lab**. The student will be encouraged to ask questions during Lab days and 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 –**

Roggenkamp, Audrey. Ian Rutkosky, and Joanne Arford. *Microsoft Word 2016: Desktop Publishing, Benchmark Series*. St. Paul, MN. By Paradigm Publishing, Inc., 2018.

Must have access to the Internet

**Must have Microsoft WORD 2016 software**

Memory Stick

Other supplies as needed at home/classroom

**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](mailto: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 April 3, 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.**

- January**           **19:**    **Introduction to Desktop Publishing course and explanation of classroom time versus online.** Unit 1, Chapter 1: “*Understanding the Desktop Publishing Process*,” pp. 3-45. Chapter 1 Quiz Available.
- 26:**    **Open and download files to flash drive. Introduce the e-book.**  
Unit 1, Chapter 2: “*Applying and Modifying Fonts*,” pp. 47-73 (Assignments and Lab Available). Chapter 2 Quiz. **Due Date for Chapter 1 Quiz (11:59 p.m.)**
- February**           **2**    **Due Date for Unit 1, Chapter 2, all assignments and quiz (11:59 p.m.)**
- 9:**    Unit 1, Chapter 3: “*Creating Personal Documents and Templates*” pp. 75-100 (Assignments and Lab Available). Chapter 3 Quiz.
- 16:**   **Due Date for Unit 1, Chapter 3, all assignments and quiz (11:59 p.m.)**
- 23:**   Unit 1, Chapter 4: “*Creating Letterheads, Envelopes, Business Cards, and Press Releases*,” pp. 101-141 (Assignments and Lab Available). Chapter 4 Quiz.
- March**               **2:**    **Due Date for Chapter 4, all assignments and quiz (11:59 p.m.)**
- 5, 6, and 7:**   **Unit I Theory Test—Chapters 1-4 (Available)**
- 9:**    Unit 2, Chapter 5: “*Creating Flyers and Announcements*,” pp. 145-184 (Assignments and Lab Available). Chapter 5 Quiz.
- 10-17:**   **Spring Break**
- 23:**   **Due Date for Chapter 5, all assignments and quiz (11:59 p.m.)**
- 30:**   Unit 2, Chapter 6: “*Creating Newsletters*,” pp. 185-244 (Assignments and Lab Available). Chapter 6 Quiz.
- April**               **6:**    **Due Date for Chapter 6, all assignments and quiz (11:59 p.m.)**
- 13:**   Unit 2, Chapter 7: “*Creating Brochures and Booklets*,” pp. 245-278 (Assignments and Lab Available). Chapter 7 Quiz.
- 20:**   **Due Date for Chapter 7, all assignments and quiz (11:59 p.m.)**
- 20:**   Chapter 8: “*Creating Flyers and Announcements*,” pp. 279-313 (Assignments Available). Chapter 8 Quiz.
- 27:**   **Due Date for Chapter 8, all assignments and quiz (11:59 p.m.)**
- April 30-May 2:**   **Unit 2 Theory Test—Chapters 4-7 (Available)**
- May**                **4-5:**   **Final Exam (Comprehensive of all 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 200 points each (400 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 each unit, Unit 1: Chapters 1-4, Unit 2: Chapters 5-8 after chapters 4-7, over the material in your textbook.
- B. Chapter Quizzes:** The answers to the quizzes for each chapter must be completed and the quizzes taken online over the questions from each chapter. (Not sure points as of printing of this syllabus, currently creating quizzes.)

**C. Class Production:** Projects at 10 to 40 points each (800 points total). Projects must be completed by due dates. The projects 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 240 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 400 points; the test will cover the material in your textbook, and will come specifically from the chapter quizzes.

**F. Grading Criteria:)**

Two Major Tests:	400	points (100 points each)
Chapter Quizzes:	???	points
Class Production:	800	points
Lab Assessments:	240	points
Written Final Examination:	<u>400</u>	<u>points</u>
Total Points	=	1840+ points

**G. Determination of Grade:**

Angelina College uses a ten point grading system as follows:

100	—	90	=	A
89	—	80	=	B
79	—	70	=	C
69	—	60	=	D
59	&	Below	=	F

**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.**