

Angelina College
Business Division
POFI 2331 Desktop Publishing
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.

B. Intended Audience:

This course is designed for any student who has extensive knowledge of Word 2010 to 2019 and would like to learn to use its desktop publishing features in order to create promotional materials, posters, brochures, letterheads, business cards, mailers, logos, and other business-related designs and documents.

C. Instructor:

Name: Ms. Pohly
Office Location: Business & Technology Lab
E-mail Address: ppohly@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 and Measures of Student Outcomes:

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

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:

Methodologies used in this course include discussion, demonstration, and hands-on lab activities. In essence, students learn “by doing” – that is, through the completion of lab exercises.

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. All required software, computers and books are provided by the school and remain at all times in the school computer lab.

B. Assignments – See instructor’s schedule for course assignments and dates.

C. Course Policies –

This course conforms to the policies of Angelina College as stated in the [Angelina College Handbook](#) and:

Academic Assistance – 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 Maria Lopez or Steve Hudman in room 200 of the Student Center. At a postsecondary institution, you must self-identify as a person with a disability; Ms. Lopez and Mr. Hudman will assist you with the necessary information to do so. To report any complaints of discrimination related to disability, you should contact Mr. Steve Hudman, Dean of Student Affairs, in Room 101 of the Student Center. You may also contact Dean Hudman by phone at (936) 633-5292 or by email shudman@angelina.edu.

Discrimination – Angelina College admits students without regard for race, color, creed, sex, national origin, age, religion, or disability. Inquiries concerning sex equality, disability, or age should be directed Mr. Steve Hudman, Dean of Student Affairs, in Room 101 of the Student Center. You may also contact Dean Hudman by phone at (936) 633-5292 or by email shudman@angelina.edu.

Attendance – You are expected to attend class regularly. Angelina College’s policy allows an instructor to drop a student after 2 consecutive or 3 accumulative absences, and if the student wishes to be readmitted, the approval must come from the Dean of Instruction. If a student is unable to complete this course or any course, it is the student’s responsibility to withdraw by the stated date in the college bulletin.

Additional Policies Established by the Individual Instructor - see classroom rules and procedures. 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 & Important Dates:

(Please see attached "Desktop Publishing, 2019 Spring Schedule, At-a-Glance")

VII. Evaluation and Grading:

As dual-credit students, you will receive grades and credits for this course at both Angelina College and your high school.

A. Grading Criteria

Lab Production:

At-desk Assignments	20%
Submitted Assignments	30%

Tests:

Quizzes	30%
<u>Final Exam</u>	<u>20%</u>
	100%

- **At-desk Labs or On-screen Labs:** Students will perform lab work on the computer on a continuous basis. These will be graded "on screen" or "at the student's desk" to conserve printing. On-screen assignments receive either a grade of 100 or a grade of 0. In order to be graded as 100, the assignment must not have errors, omissions, or mistakes, and must be completed on or before the due date. Assignments that receive grades of 0 are ones that are not completed without mistakes before the due dates. These on-screen assignments include word-processing assignments, completed quiz study sheets, and vocabulary study sheets. Counts 20% of grade.
- **Submitted Assignments:** Students will print and turn in several assignments during the semester. These will be graded on the basis on two points deducted for each error (format, misspelling, typo, etc.). Assignments not turned in on or before the due dates will receive grades of 0. Counts 30% of grade.
- **Quizzes:** Students will be given eight (8) quizzes based on the eight chapters of the textbook. These will be based upon the quiz study sheets provided to each student. To prepare, the students will read each chapter, complete the study sheets, and set aside time for memorization and understanding the readings. Students should make every effort to take the exams on the days they are scheduled. If a student will be absent for a planned, excused absence – it is the student's responsibility to schedule to take the exam early, during a "non-class" time. If a student misses a quiz for a planned, excused or non-excused absence, the student may still receive a grade of 0. If the student misses a quiz for any non-excused absence, the student's grade will be 0. If a student misses a quiz for an unplanned illness or emergency, based upon the instructor's decision, the quiz might be offered at the student's first attendance date following the unplanned absence. Counts 30% of grade.
- **Final Exam:** Students will take a Final Exam based on the vocabulary and terms learned during the semester. The final exam counts 20% of course grade.

- **Extra Credit:** No extra credit assignments or opportunities will be offered specifically for students who are falling behind or having difficulty. If students score lower than hoped on any of their first quizzes, assignments or tests, those students need to change and improve their in-class production or study methods quickly.

This course is a different experience from typical high school classes. Unlike high school teachers, college instructors do not offer make-up work or make-up exams. To offer extra credit for struggling (or unmotivated) students would be unfair to other college students who are investing their extra time and efforts in completing all assignments on time and working hard to study for tests and exams.

In college, successful students must be committed to keeping up with their studies and classwork. College students need to learn new ways to prepare for exams and quizzes that will ensure they pass their tests the first time that they take them, since they will not be offered opportunities to retake the tests. Successful college students plan ahead for test dates by preparing study materials in advance and setting aside time for studying, well before the test dates. College students do not depend on their instructors to remind them of their deadlines and due dates. Students must keep an eye on their lists of unfinished assignments and complete these before the due dates. Students may also attend early morning tutorials in order to complete lab work or improve assignment grades. Therefore, in this class, extra credit counts 0% towards the student's course grade.

B. Determination of Grade

A =	90% - 100%
B =	80% - 89%
C =	70% - 79%
D =	60% - 69%
F =	< 60%

C. To Drop or Withdraw

January 11th is the last day to drop or withdraw with a 100% refund. February 4th is the last day to drop or withdraw with a 70% refund. February 11th is the last day to drop or withdraw with a 25% refund. Those who drop between February 5th and April 1st will receive a W. This course cannot be dropped after April 1st.

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.

Desktop Publishing, 2019 Spring Schedule, At-a-Glance

Specific Assignments	Work Due	Due Dates	Deadlines	Keep track of your work here
Chapter 1 Quiz & Vocab Worksheets	2	Jan 10		
Chapter 1 Lab Assignments	7	Jan 23		
Chapter 1 Quiz		Jan 25	✓	Test date
Chapter 2 Quiz & Vocab Worksheets	2	Jan 30		
Chapter 2 Lab Assignments	5	Feb 6		
Chapter 2 Quiz		Feb 7	✓	Test date
Last Day to Grade Ch. 1 - 2		Feb 8	✓	16 assignments due
Chapter 3 Quiz & Vocab Worksheets	2	Feb 12		
Chapter 3 Lab Assignments	7	Feb 22		
Chapter 3 Quiz		Feb 25	✓	Test date
Chapter 4 Quiz & Vocab Worksheets	2	Feb 26		
Chapter 4 Lab Assignments	4	Mar 5		
Chapter 4 Quiz		Mar 6	✓	Test date
Last Day to Grade Ch. 3 – 4		Mar 7	✓	15 assignments due
Chapter 5 Quiz & Vocab Worksheets	2	Mar 19		
Chapter 5 Lab Assignments	5	Mar 26		
Chapter 5 Quiz		Mar 27	✓	Test date
Chapter 6 Quiz & Vocab Worksheets	2	Apr 1		
Chapter 6 Lab Assignments	4	Apr 5		
Chapter 6 Quiz		Apr 8	✓	Test date
Last Day to Grade Ch. 5 - 6		Apr 9	✓	13 assignments due
Chapter 7 Quiz & Vocab Worksheets	2	Apr 11		
Chapter 7 Lab Assignments	6	Apr 23		
Chapter 7 Quiz		Apr 24	✓	Test date
Chapter 8 Quiz & Vocab Worksheets	2	Apr 26		
Chapter 8 Lab Assignments	2	May 1		
Chapter 8 Quiz		May 2	✓	Test date
Last Day to Grade Ch. 7 – 8, Unit 2		May 3	✓	12 assignments due
Final Exam Pretest	1	May 6		1 assignment due
Final Exam		May 8		Exact days of final exam will be determined by EOC testing dates.

Due Dates: Students must keep up with due dates. This is a rigorous schedule with at least one assignment due every day. Whenever a student falls behind, or misses school, he or she must make arrangements to attend tutorials until all work is caught up. Due dates will still apply, even for excused absences. Work not turned in or signed off by deadline dates cannot be graded and will be recorded as zeroes. The most important dates are the deadline dates listed above. These are marked with checkmarks (✓) above and are the last days to submit work.

Academic Honesty: Students must complete their own work. Students may guide one another with verbal suggestions, but they should never digitally share their assignments with one another. Nor should they ever operate one another's keyboard or computer. Any student who shares or receives digital files or allows others to edit his or her work, or edits anyone else's work, will be in violation of academic honesty policies. The skills acquired in this course come from individual effort and carefully following instructions. Students learn best by seeking guidance from the designated chapters as they complete their lab work. Students should research their own answers for the study sheet questions. Students will need to make time to study for exams at home, but all lab work must be completed in class, not at home, except when unusual circumstances have been individually approved by the instructor.