CENTRAL TEXAS COLLEGE
SYLLABUS FOR POFI 2331
DESKTOP PUBLISHING

Semester Hours Credit: 3

INSTRUCTOR: ______________________

OFFICE HOURS: ______________________

I. INTRODUCTION

A. This course is an in-depth coverage of desktop publishing terminology, text editing, and use of design principles. Emphasis on layout techniques, graphics, multiple page displays, and business applications.

B. This is a required course in the Executive Assistant degree and some Office Technology certificate programs. It may be used as an elective in many of the Office Technology degrees.

C. This course, in conjunction with other appropriate courses, prepares students to enter the secretarial, office administration, word processing, office management, or health information management career fields.

D. Suggested Prerequisite: Keyboarding and word processing skills or concurrent enrollment in word processing course recommended.

E. Alphanumeric coding used throughout this syllabus denotes integration of SCANS occupational competencies (C1, etc.) and foundation skills (F1, etc.).

II. LEARNING OUTCOMES

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

A. Define desktop publishing terminology. (C5, C6, C7, C15, C16,) (F1, F2, F5, F6, F10, F11)

B. Manipulate text and graphics to create a balanced and focused layout. (C3, C5, C6, C7, C8, C15, C16, C17, C18, C19) (F1, F2, F7, F8, F9, F10, F12)

C. Create fliers, brochures, and multiple page documents according to specified procedures. (C3, C5, C6, C7, C8, C13, C15, C16, C17, C18) (F1, F2, F7, F8, F9, F10, F12, F16)
D. Evaluate finished desktop publishing documents for readability, clarity, and appearance. (C3, C5, C6, C7, C8) (F9, F10, F12)

III. INSTRUCTIONAL MATERIALS AND SUPPLIES

A. The instructional materials identified for this course are viewable through www.ctcd.edu/books

IV. COURSE REQUIREMENTS

A. To attend class.
B. To participate in class discussion.
C. To participate in hands-on activities.
D. To complete in-class assignments on time.
E. To take announced and unannounced examinations.
F. To take responsibility for any activity missed due to absence and to be prepared for the following class.
G. To arrive on time.
H. To practice common courtesy to instructor and other students.
I. To practice the highest ethical standards of honesty and integrity.

V. EXAMINATIONS

A. End-of-chapter questions
B. Hands-on activities
C. In-class projects
D. Application software tests

VI. SEMESTER GRADE COMPUTATIONS

A. Distribution of possible points (points)

   Exercises from Textbook ............................. 530 points
   Exams and Test ............................................. 270 points
   Final Newsletter ............................................. 200 points

B. The semester grade to be awarded will be determined by the bracket in which the averaged grade falls:

   1000 – 900   A
   890 – 800   B
   790 – 700   C
   690 – 600   D
   Below 600   F
C. Grading standards are as follows:

-5 for typographical error, misspelled word, omission of word(s) in text
-3 for error in spacing, punctuation, etc.

VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM THE INSTRUCTOR

A. Withdrawal from Course: It is the student's responsibility to officially drop a class if circumstances prevent attendance. Any student who desires to officially withdraw from a course after the first scheduled class meeting must file an Application for Withdrawal or an Application for Refund. The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is as follows:

- Friday of 3rd week for 5-week courses
- Friday of 4th week for 6-week courses
- Friday of 6th week for 8-week courses
- Friday of 7th week for 10-week courses
- Friday of 9th week for 12-week courses
- Friday of 12th week for 16-week courses

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of "W," provided the student's attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the college before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" or "FN" for nonattendance.

B. An Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar. The Veteran Services Office must be made immediately aware of a veteran student who withdraws from class or is administratively withdrawn for excessive absences. The College may be assessed a liability for any veteran entitlements paid if the VA is not notified within 30 days of the withdrawal or the last date of attendance.
Under Section 51.907 of the Texas Education Code, “an institution of higher education may not permit a student to drop more than six courses, including any course a transfer student has dropped at another institution of higher education.” This statue was enacted by the State of Texas in the spring of 2007 and applies to students who enroll in a public institution of higher education as first-time freshmen in the fall of 2007 or later.

C. **Incomplete Grade**: In keeping with College policy, the instructor may grant an incomplete grade in cases in which the student has completed the majority of the course work, but because of extenuating circumstances, is unable to complete the requirements for the course. Prior approval from the instructor is required before the grade of “IP” is recorded. Deadline for changing the IP grade is 110 days after the scheduled end of the course. An IP grade can be replaced with the student’s actual grade, including an F; but it may not be replaced with a W. "At the end of the 110 calendar days if the student has not completed the remaining coursework as required by the instructor, the “IP” will be converted to an “FI” and appear as an “F” on the student’s official transcript.

D. **Cellular Phones and Beepers**: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory. Should a cellular phone or beeper go off during class, the student will write a formal memo to the instructor indicating that it will not happen again. Upon the second offense, the student will be dismissed from class with a “0” given for a daily grade for that day.

E. **Americans With Disabilities Act (ADA)**: Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at [www.ctcd.edu/disability-support](http://www.ctcd.edu/disability-support) for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

E. **Instructor Discretion**: The instructor reserves the right of final decision in course requirements.

F. **Civility**: Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.
G. **Scholastic Honesty:** All students of the Office Administration program are required and expected to maintain the highest standards of scholastic honesty in the preparation of all work and in examinations. Each student should avoid:

1. Plagiarism—the taking of passages or ideas from writings of others without giving proper credit to the source.
2. Collusion—working together with another person in the preparation of work unless such joint preparation is specifically approved in advance by the instructor.
3. Cheating—giving or receiving information on an examination, homework, or projects.
4. Students found guilty of scholastic dishonesty are subject to the Office Administration Department’s disciplinary action and CTC’s disciplinary committee; in addition, students are subject to having credit for courses canceled.

H. **Absences and Tardiness**

1. Students are required to attend regularly all classes in which they have enrolled. Students are required to be in the classroom on time.
2. Absences, for any reason, negatively affect the learning process, the individual student, and the class. When absence from class is necessary, for any reason, the student has the responsibility to arrange to make up assignments missed during the absence.
3. Students are required to notify the instructor in advance of any absence to retain the privilege of submitting make-up work without grade penalty.

I. **Excessive Absences**

1. Absences from classes for any reason must not exceed College standards. Because objectives can vary from department to department and from course to course, the instructor shall inform the student of specific course objectives at the initial class meeting. A student who is not meeting course objectives may be withdrawn from the course at the discretion of the instructor.
2. Students who have not attended class by the 12th class day will be dropped by the instructor with a grade of “W”.

POFI 2331
3. Students may be administratively withdrawn from any class when their absences exceed a total of five (5) class meetings for the long semester, three (3) class meetings for an eight-week semester, two (2) class meetings for a six-week semester, and in the opinion of the instructor they cannot satisfactorily complete the course. The final decision rests solely with the instructor.

4. Instructors are required to keep attendance records.

5. Each faculty member will inform students of the attendance policy of the course at the initial class meeting.

6. Students are responsible for understanding the attendance policy for each course in which they are enrolled and for meeting the attendance requirements.

7. Failure to meet the attendance requirements in a course may lower a grade for the semester or may result in failure in the course.

8. Only instructors can authorize an absence. Regardless of the reason for the absence, students are responsible for completing all course work covered during any absence.

VIII. COURSE OUTLINE


1. Learning Outcomes: Upon successful completion of this unit, the student will achieve the following outcomes with at least 70% accuracy as measured on the Unit One assessment:


   b. Understand basic typography, apply advanced typographical ligatures, learn fonts, how to apply guidelines, create documents using templates and wizards, Inserting document elements, images, bullets, text boxes, and using layers in document.

2. Learning Activities:

   a. Classroom lecture/discussion (C1, C5, C6, C7) (F1, F5, F6, F7, F14, F15)
b. Reading assignments (C1, C4, C5, C6, C7, C9, C15) (F1, F2, F7, F8, F9, F10, F11, F12, F17)
c. Homework assignments (C1, C5, C6, C7, C15) (F1, F2, F7, F9, F10, F11, F12, F16)
d. Instructor demonstrations (C4, C5, C6, C8, C13, C15, C16, C18, C19) (F1, F2, F5, F7, F8, F10, F13)
e. Hands-on practice (C1, C4, C6, C7, C8, C13, C15, C17, S18, C19) (F1, F7, F8, F9, F12, F13, F14, F16)
f. Unit publishing projects (C4, C5, C6, C8, C13, C15, C16, C18, C19) (F1, F2, F5, F7, F8, F10, F13)

3. Equipment and Materials:
   a. Microcomputer
   b. System software
   c. Instructor-prepared materials

4. Unit Outline: Follow the outline of learning activities as presented in textbook.

B. Unit Two: Preparing Personal and Business Documents- “Creating Personal Documents” “Creating Letterheads, Envelopes, Business Cards, and Press Releases” “Creating Basic Elements of a Newsletter”, and “Using Design Elements to Enhance Newsletters” (Chapters 4-7)

1. Learning Outcomes: Upon successful completion of this unit, the student will achieve the following outcomes with at least 70% accuracy as measured on the Unit Two assessment:
   a. Use Word to create personal documents. Create CD/DVD Jewel case inserts and labels, personal calendar.
   b. Create letterheads, envelopes, business cards, and press releases.
   c. Create basic elements of a newsletter.
   d. Use design elements to enhance newsletters.

2. Learning Activities:
   a. Classroom lecture/discussion (C1, C5, C6, C7) (F1, F5, F6, F7, F14, F15)
   b. Reading assignments (C1, C4, C5, C6, C7, C9, C15) (F1, F2, F7, F8, F9, F10, F11, F12, F17)
   c. Homework assignments (C1, C5, C6, C7, C15) (F1, F2, F7, F9, F10, F11, F12, F16)
d. Instructor demonstrations (C4, C5, C6, C8, C13, C15, C16, C18, C19) (F1, F2, F5, F7, F8, F10, F13)
e. Hands-on practice (C1, C4, C6, C7, C8, C13, C15, C17, S18, C19) (F1, F7, F8, F9, F12, F13, F14, F16)
f. Unit publishing projects C4, C5, C6, C8, C13, C15, C16, C18, C19) (F1, F2, F5, F7, F8, F10, F13)

3. Equipment and Materials:
   a. Microcomputer
   b. System software
   c. Instructor-prepared materials

4. Unit Outline: Follow the outline of learning activities as presented in textbook.

C. Unit Three: Preparing Personal Documents - “Creating Flyers and Announcements” “Creating Brochures and Booklets” and “Creating Specialty Promotional Documents” (Chapters 8-10)

1. Learning Outcomes: Upon successful completion of this unit, the student will achieve the following outcomes with at least 70% accuracy as measured on the Unit Three assessment:
   a. Create flyers and announcements, plan and design promotional documents. Learn how to use color in promotional documents, add lines, boarders, text, objects, pictures, special effects, and learn about SmartArt graphics.
   b. Plan and create brochures, booklets, and newspaper columns. Learn to print on both sides of paper.
   c. Create specialty promotional documents, raffle tickets, create and print promotional poster.

2. Learning Activities:
   a. Classroom lecture/discussion (C1, C5, C6, C7) (F1, F5, F6, F7, F14, F15)
   b. Theory study (C1, C4, C5, C6, C7, C9, C15) (F1, F2, F7, F8, F9, F10, F11, F12, F17)
   c. Reading assignments (C1, C5, C6, C7, C15) (F1, F2, F7, F9, F10, F11, F12, F16)
   d. Instructor demonstrations (C4, C5, C6, C8, C13, C15, C16, C18, C19) (F1, F2, F5, F7, F8, F10, F13)
   e. Hands-on practice (C1, C4, C6, C7, C8, C13, C15, C17, S18, C19) (F1, F7, F8, F9, F12, F13, F14, F16)
f. Overhead projector transparencies and computer display unit C4, C5, C6, C8, C13, C15, C16, C18, C19) (F1, F2, F5, F7, F8, F10, F13)

3. Equipment and Materials:
   a. Microcomputer
   b. System software
   c. Instructor-prepared materials

4. Unit Outline: Follow the outline of learning activities as presented in textbook.

D. Unit Four: Producing Web Pages, Microsoft Publisher Publications, and PowerPoint Presentations - “Creating Web Pages and Forms”, “Introducing Microsoft Publisher 2013”, and “Creating Presentations Using PowerPoint” (Chapters 11-13)

1. Learning Outcomes: Upon successful completion of this unit, the student will achieve the following outcomes with at least 70% accuracy as measured on the Unit Three assessment:
   a. Creating Web pages and forms, understanding and accessing Web pages, planning and designing a Web page.
   b. Learning and understanding the capabilities of Microsoft Publisher 2013. Using basic publisher options to format a publication.
   c. Create presentations using PowerPoint. Planning designing running, creating and editing a presentations.

2. Learning Activities:
   a. Classroom lecture/discussion (C1, C5, C6, C7) (F1, F5, F6, F7, F14, F15)
   b. Theory study (C1, C4, C5, C6, C7, C9, C15) (F1, F2, F7, F8, F9, F10, F11, F12, F17)
   c. Reading assignments (C1, C5, C6, C7, C15) (F1, F2, F7, F9, F10, F11, F12, F16)
   d. Instructor demonstrations (C4, C5, C6, C8, C13, C15, C16, C18, C19) (F1, F2, F5, F7, F8, F10, F13)
   e. Hands-on practice (C1, C4, C6, C7, C8, C13, C15, C17, S18, C19) (F1, F7, F8, F9, F12, F13, F14, F16)
f. Overhead projector transparencies and computer display unit C4, C5, C6, C8, C13, C15, C16, C18, C19) (F1, F2, F5, F7, F8, F10, F13)

3. Equipment and Materials:
   a. Microcomputer
   b. System software
   c. Instructor-prepared materials

4. **Unit Outline:** Follow the outline of learning activities as presented in textbook.