

Business Department / Office Administration Diploma

Winter, 2013

OA 218 Desktop Publishing

3 Credits, 16 weeks, 3 hours per week

Students will utilize Microsoft Word 2010 to create various types of publications including newsletters, brochures and proposals. Students will learn desktop publishing terminology and apply guidelines in planning and designing publications. Word's desktop publishing features will be used to produce "print-ready" publications. Students must have previous experience in creating and using styles and templates in Word.

Prerequisite: OA 215 or equivalent

Instructor

Cristina Fuentes

Office location: Syncrude Technology Centre Office S111B

Phone number: 780-791-8939

cristina.fuentes@keyano.ca

Office hours

Monday	1:00pm – 1:50pm
Tuesday	1:00pm – 1:50pm
Wednesday	10:00am – 10:50am
Thursday	10:00am – 11:50pm

Hours of Instruction

Tuesday	8:00am – 10:50am
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Required Resources

Microsoft Word 2010 Advanced Desktop Publishing, J. Arford, 1st edition, ISBN 978-0-76383-890-4

Additional Resources:

USB

Course Outcomes

The student will be able to:

1. Explain and apply design concepts including focus, balance, proportion, contrast, flow, and consistency.
2. Plan and design letterhead, envelopes, business cards, promotional documents, brochures, and newsletters.
3. Identify the concepts of document design, and identify the purpose and audience for any project.
4. Select and apply appropriate fonts to suit design guidelines.
5. Customize templates and styles using DTP concepts.
6. Create and edit watermarks, drop caps, and use DTP symbols and special characters appropriately.
7. Create and modify text boxes.
8. Create sidebars, pull quotes, kickers, end signs, jump lines, mastheads, captions.
9. Adjust letter and word spacing using kerning and tracking.
10. Use copy fitting techniques including leading and widow/orphan control.
11. Use WordArt, Graphics, Borders, Pictures, and color appropriately to enhance publications.
12. Use all features of the drawing toolbar.
13. Combine text with graphics, both as in-line and independent graphics and flow text around both regularly and irregularly shaped graphics.
14. Demonstrate a basic understanding of Microsoft Publisher Software.

Evaluation

Chapter Assignments.....	55%
Quizzes.....	10%
Conference Projects.....	15%
Final Exam.....	20%
Total.....	100%

The minimum standard for passing this course is a grade of C- (60%).

Office Administration Grading System

<i>Descriptor</i>	<i>Alpha Grade</i>	<i>4.0 Scale</i>	<i>OA %</i>
<i>Excellent (90% - 100%)</i>	<i>A+</i>	<i>4.0</i>	<i>99 - 100</i>
	<i>A</i>	<i>4.0</i>	<i>95 - 98</i>
	<i>A-</i>	<i>3.7</i>	<i>90 - 94</i>
<i>Good (75% - 89%)</i>	<i>B+</i>	<i>3.3</i>	<i>85 - 89</i>
	<i>B</i>	<i>3.0</i>	<i>80 - 84</i>
	<i>B-</i>	<i>2.7</i>	<i>75 - 79</i>
<i>Satisfactory (60% - 74%)</i>	<i>C+</i>	<i>2.3</i>	<i>70 - 74</i>
	<i>C</i>	<i>2.0</i>	<i>65 - 69</i>
<i>Progression/ Minimum Pass</i>	<i>C-</i>	<i>1.7</i>	<i>60 - 64</i>
	<i>D+</i>	<i>1.3</i>	<i>55 - 59</i>
	<i>D</i>	<i>1.0</i>	<i>50 - 54</i>
	<i>F</i>	<i>0.0</i>	<i>0 - 49</i>

Performance Requirements

Attendance Policy – It is the responsibility of each student to be prepared for all classes. Students who miss class are responsible for course content for that class and for ensuring that they are prepared for the next class.

Assignments are to be submitted to the instructor at the beginning of the class on the scheduled assignment due date. Ten (10) percent will be deducted for each day the assignment is late to a maximum of three days (including weekends). Assignments more than three days late will not be accepted and will receive zero.

Quizzes and tests are to be taken on the date specified on the course schedule. Students who miss a quiz/test due to illness are required to notify the instructor **prior to the evaluation** and to take the quiz/test within 48 hours of the original date, otherwise it is mandatory to bring a doctor's note to be eligible to take it. Students who miss a quiz/test for any reason other than illness are required to notify the instructor at least 72 hours before the quiz/test to set an alternate date to take it.

Academic Misconduct - It is the student's responsibility to familiarize and follow the Academic Misconduct policy as outlined in the Keyano College Calendar that states, "Students are considered to be responsible adults and should adhere to principles of intellectual integrity." The calendar identifies forms of intellectual dishonesty to include plagiarism, the use of unauthorized aids in assignments or exams, and the unauthorized collaboration with others in preparing work. College policy for penalties for intellectual

dishonesty “may range from a verbal reprimand to dismissal from the College [...]”. Please refer to pages 36 -40 of the Keyano College Calendar for more details.

Teaching and Learning Methodologies

All classes will be held in a Computer Lab environment. Concepts and terminology will be introduced and covered in class. Students are required to work both in class and outside of classroom to reinforce the newly acquired knowledge. This is not an online course and material displayed on iLearn is used only as a resource. Students are required to attend all classes.

Notes: *This course outline may be modified at the instructor’s discretion to facilitate unforeseen time constraints.*

Refer to pages 8-9 of the Keyano College calendar for academic schedule dates. Students should check with Students Services about Adding/Dropping course dates and notify them about any decision they make.

Tentative Schedule

Week	Tuesday 8:00am – 10:50am
One – Jan 7 – 11 January 8 th	Chapter 1
Two – Jan 14 – 18 January 15 th	Chapter 2
Three – Jan 21 – 25 January 22 nd	Chapter 3
Four – Jan 28 – Feb 1 January 29 th	Chapter 4
Five – Feb 4 – 8 February 5 th	Chapter 5
Six – Feb 11 – 15 February 12 th	Chapter 6 Conference Brochure
Seven – Feb 18 – 22 February 19 th	Chapter 7 Desktop Publishing Collection
Eight – Feb 25 - Mar 1 February 26 th	READING WEEK – NO CLASSES
Nine – Mar 4 – 8 March 5 th	Chapter 8 Conference Materials
Ten – Mar 11 – 15 March 12 th	Chapter 9
Eleven – Mar 18 – 22 March 19 th	Chapter 10
Twelve – Mar 25 – 29 March 26 th	Chapter 11
Thirteen – Apr 1 – 5 April 2 nd	Conference Projects
Fourteen – Apr 8 – 12 April 9 th	Conference Projects
Fifteen – Apr 15 – 19 April 16 th	Conference Projects
Sixteen – Apr 22 – 26	<i>Final Exams</i>

Important: This course schedule may be modified at the instructor's discretion to facilitate unforeseen time constraints.