OA 218 Desktop Publishing

3 Credits, 16 weeks, 3 hours per week
Students will utilize Microsoft Publisher 2010 and Microsoft Word 2010 to create various types of publications including newsletters, brochures and stationary. Students will learn desktop publishing terminology and apply guidelines in planning and designing publications. Publisher and 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 the Microsoft Office Suite.

Prerequisites: 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 and Friday 10:00am – 10:50am
Wednesday 10:00am – 11:50am
Tuesday 12:00pm – 12:50pm

Hours of Instruction
Tuesday 9:00am – 11:50am Room C282

Required Resources
SAM (Skills Assessment Manager) – Bundle with Microsoft® Publisher book

Course Outcomes

After the completion of this course, students 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**

Attendance 5%
Class Participation 5%
Assignments 35%
Tests 25%
Final Project 30%
**Total 100%**

*A grade of C- is required for progression or transfer.*

**Grading System**

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

*Important note: This course outline may be modified at the instructor’s discretion to facilitate unforeseen circumstances.*
Performance Requirements

Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes students’ learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and/or notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person’s work as one’s own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment

Penalties for academic offences range from a verbal reprimand to dismissal from the College, and in certain circumstances may involve legal action.

Specialized Supports

Counselling and Disability Services

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

Important dates to remember

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Day of Class</td>
<td>January 5</td>
</tr>
<tr>
<td>Last day to ADD Courses</td>
<td>January 9</td>
</tr>
<tr>
<td>Tuition is due ($100 late fee charged after this date)</td>
<td>January 9</td>
</tr>
<tr>
<td>Last day to DROP Courses with full refund ($100 deposit is non-refundable)</td>
<td>January 16</td>
</tr>
<tr>
<td>Last day to WAIVE health &amp; dental plan (new winter students only)</td>
<td>January 16</td>
</tr>
<tr>
<td>Last day to WITHDRAW with a refund (50%)</td>
<td>February 13</td>
</tr>
<tr>
<td>Last day to WITHDRAW (Grade of W)</td>
<td>March 30</td>
</tr>
</tbody>
</table>
Authorization
This course outline has been reviewed and approved by the Program Chair.

Cristina Fuentes, Instructor

______________________________  ________________________________
Gina Langager, Chair                Date Authorized

______________________________  ________________________________
Guy Harmer, Dean                  Date Authorized

Signed copies to be delivered to:
Instructor
Registrar’s Office