

Course: DM 71

Also Listed As:

Term Effective: 200630, CURRICULUM APPROVAL DATE: 02/13/2006

Short Title: DESKTOP PUBLISHING

Full Title: Desktop Publishing - Adobe PageMaker

<u>Contact Hours/Week</u>	<u>Units</u>	<u>Number of Weeks</u>	<u>Total Contact Hours</u>
Lecture: 2	3	17	Lecture: 34
Lab: 3			Lab: 51
Other: 0			Other: 0
Total: 5			Total: 85

Credit Status: D - Credit - Degree Applicable

Grading Modes: L - Standard Letter Grade
P - Pass/No Pass

Repeatability: R 2 times, 100 credit hours

Schedule Types: 02 Lecture and/or discussion
03 Lecture/Laboratory
04 Laboratory/Studio/Activity

Course Description:

This course will provide students the opportunity to learn to use basic features of desktop publishing software to create all types of publications: flyers, brochures, newsletters, and advertisements. Included in the course will be basic page layout and design principles and integrating text and graphics to create attractive business publications. The course will be taught with industry standard software. This course has the option of a letter grade or pass/no pass. May be repeated once for credit. This course is also listed as CSIS 71.
ADVISORY: CSIS 124

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 200630

UC TRANSFER:

Not Transferable

PREREQUISITES:

COREQUISITES:

STUDENT LEARNING OUTCOMES:

1. Create personal documents such as business cards and resumes.

ILO: 7,3,2

Measure: Homework, projects, lab exercises.

2. Create business documents such as flyers and advertisements.

ILO: 3,7,5,2

Measure: Homework, projects.

3. Create a newsletter with graphics and draw objects.

ILO: 3,7,5,2

Measure: Homework, projects, lab exercises.

4. Create a course project illustrating Desktop Publishing techniques.

ILO: 3,7,5,2

Measure: Homework, projects, lab exercises.

COURSE OBJECTIVES:

Included in content section of course outline.

TOPICS AND SCOPE:

Curriculum Approval Date: 02/13/2006

Each week the students will read the appropriate chapters and complete assigned exercises. Each week the class will evaluate assignment turned in the previous week. Each week the class will have a design focus and a software focus.

1 2 Lec Planning and Design, types of documents, purposes of documents

Starting a new publication

Overview of DP software features

Page setup options

Using the toolbar

Parts of the pasteboard

Using the menu bar

Typing text and creating graphics

3 Lab Plan your document

Log into the computer and start the program

Create a publication

Create text and graphics

Save the publication and print the file

PERFORMANCE OBJECTIVES:

The students plan a document. The students learn how to use the basic parts of the DP software.

The students create text and graphics for a publication. The students start to master basic soft-

ware features. The students reproduce the lecture example, and then create their own publications.

2 2 Lec Create business documents

Examples of good/poor documents

Using rulers and guides

Using palettes

Formatting text

Planning a business image with card, letterhead, and envelope

Evaluate and critique previous week's homework (done each week)

3 Lab Use rulers and guides to set up the page

Use palettes.

Format text on the page.

Create a set of business documents.

PERFORMANCE OBJECTIVES:

The students evaluate business documents brought to class. The students produce business documents.

The students lay out a basic page.

The students use rulers, guides, and palettes.

3 2 Lec Types of certificates, sources of certificate designs.

Drawing lines, rectangles, and circles with DT tools

Using borders and shading

3 Lab Design certificates for publication.

Create certificates similar to one in the class lecture.

Put borders and shading on the document.

PERFORMANCE OBJECTIVES:

The students create several certificates of their choice. The students use DP tools to draw lines, rectangles, and circles. The students use borders and shading.

4 2 Lec Working with type.

Serif, san serif, and script type.

Creating text blocks.

How windowshades work.

Placing text, Rotating text.

Go over leading, ligature, hyphenation control, and types of type.

3 Lab Create text block in the DP software.

Use windowshades to flow interrupted columns.

Experiment with type characteristics such as color, tint.

Use leading to control line spacing.

Use ligatures and hyphenation control.

PERFORMANCE OBJECTIVES:

The student creates a document using type control measures. The students use many of the options for using type. The students use flowing type in disconnected columns.

5 2 Lec Using a draw program.

Using the draw toolbox.

Drawing lines and curves.

Drawing ovals and rectangles.

Drawing freehand objects.

3 Lab Use a draw program to create objects.

Experiment with lines, curves, ovals, and rectangles.

Create a freehand object.

PERFORMANCE OBJECTIVES:

The students use a draw program to draw lines and curves. The students use a draw program to draw ovals and rectangles. The students use a draw program to draw freehand objects. The students gain a level of understanding of drawing tools.

6 2 Lec Creating text in a word processor.

Placing text from another source.

Placing graphics from another source.

Designing text & graphics so they import correctly.

Problems with imported text.

3 Lab Create text with a WP program.

Do most of the text work in the WP program.

Import text to the DP program.

PERFORMANCE OBJECTIVES:

The students create text using a word processor.

The students place the word processor text in the DP program. The students create a graphics using a draw program. The students place the graphics in the DP program.

7 2 Lec Creating an ad.

Types of ads, good ads, and bad ads.

Examples of ads used in different types of publications.

Formatting text for an ad.

Working with paragraphs.

Using leading and force-justify.

3 Lab Look at ads in publications.

Design your ads.

Use text and graphics in the ad.

Do ads for several different types of publications.

PERFORMANCE OBJECTIVES:

The students design and produce several ads. The students import text for the ad. The students use paragraph and leading commands. The students force-justify the headline.

8 2 Lec Introduction of styles.

Defining and applying a style.

Modifying a style.

Merging a style.

3 Lab Set up the styles for the document.

Modify a similar style for new features.

PERFORMANCE OBJECTIVES:

The students set up a style for a document. The student uses the style in the document. The students modify, duplicate, and delete a style.

9 2 Lec Producing a newsletter.

Examples of newsletters: good and bad newsletters.

Creating master pages and doing page layout.

Setting up a newsletter.

Establishing margins, columns, headers, footers.

3 Lab Layout a newsletter with master pages.

Thread text from page to later pages.

Use headers and footers for odd/even pages.

Do not use the header on the first page.

PERFORMANCE OBJECTIVES:

The students design a newsletter. The students design a master page. The students place text and graphics in the newsletter. The students set up the headers for the first page, and odd/even pages.

10 2 Lec Using tabs and types of tabs.

Using leadered tabs.

Creating bulleted and numbered lists.

3 Lab Create a document with four types of tabs.

Use leadered tabs for Contents.

Create a table with tabs used for text alignment.

Use different types of lists and bullets.

PERFORMANCE OBJECTIVES:

The students set up a table using tabs. The students use a table with 4 types of tabs. The students use leadered tabs. The students use bulleted and numbered lists.

11 2 Lec Newsletter variations.

Multi-column newsletters.

Several types of headings.

Drop caps.

3 Lab Produce a 4-page newsletter.

Use graphics and art in the newsletter.

PERFORMANCE OBJECTIVES:

The students create a newsletter with different column widths. The students create a newsletter with different number of columns. The students use headings for the above columns. The students use drop caps.

12 2 Lec Working with images

Scanning images, storing images.

Sizing, cropping, and placing images.

Using clipart and pictures.

Locating images on the web.

3 Lab Scan an image and use it.

Size and crop the image for good use.

Download and use some images from the web.

PERFORMANCE OBJECTIVES:

The students scan in an image. The students size and crop the image. The students use clipart.

13 2 Lec Starting PhotoShop

Working with layers.

Using painting and editing tools.

3 Lab Do a simple PS project.

Use the PS project in your document.

PERFORMANCE OBJECTIVES:

The students start PhotoShop. The students use two layers. The students use the painting toolbar to paint a picture. The students use the editing toolbar to edit a picture.

14 2 Lec Working with colors.

Applying colors to objects.

Creating tints.

Overlapping colors.

3 Lab Apply colors to different objects such as text, lines, art.

Plan to use the colors for visual effect.

PERFORMANCE OBJECTIVES:

The students use several colors in a project.

The students apply colors to lines, type and graphics.

15 2 Lec Choosing a final project.

Using DP features in your project.

3 Lab Design the final project.

List DP features that can be used in the final project.

Write up the final project proposal.

PERFORMANCE OBJECTIVES:

The student chooses and designs a final project.

The student turns in a final project proposal.

16 2 Lec Creating master pages.

Design considerations of master pages.

Evaluating documents for their master page features.

Setting up page numbers and headers/footers.

3 Lab Design the master page features.

Setup the master pages for your document.

PERFORMANCE OBJECTIVES:

The student sets up master pages. The students use the master pages in a document. The students change the objects on the master pages.

17 2 Lec Book operations.

Combining several documents into a book.

Creating table of contents and indexes.

Working with indexes.

3 Lab Create several files into one longer document.

Generate table of contents and index.

PERFORMANCE OBJECTIVES:

The students combine files into a book.

The students create table of contents and indexes.

18 2 FINAL EXAM.

Turn in final project.

METHODS OF INSTRUCTION:

Lecture, computer demonstration, hands-on exercises and practices.

METHODS OF EVALUATION:

The types of writing assignments required:

Written homework

Reading reports

Lab reports

The problem-solving assignments required:

Homework problems

Field work

Exams

The types of skill demonstrations required:

Class performance

Performance exams

The types of objective examinations used in the course:

Multiple choice

True/false

Matching items

Completion

Other category:

None

The basis for assigning students grades in the course:

Writing assignments: 10% - 40%

Problem-solving demonstrations: 30% - 50%

Skill demonstrations: 10% - 50%

Objective examinations: 5% - 20%

Other methods of evaluation: 0% - 0%

REPRESENTATIVE TEXTBOOKS:

Adobe PageMaker Classroom in a Book, Adobe Press; 2002 , or other appropriate college level text.

Reading level of text: 12 grade. Verified by: dvt

SUPPLEMENTAL DATA:

Basic Skills:

Classification: A

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: D

Maximum Hours:

Minimum Hours:

Course Control Number: DM 71

Sports/Physical Education Course: N

Taxonomy of Program: 061450