

Course Outline

COURSE: DM 72 **DIVISION:** 50 **ALSO LISTED AS:** CSIS 72

TERM EFFECTIVE: Fall 2011 **Inactive Course**

SHORT TITLE: DESK/PUB QUARKXPRES

LONG TITLE: Desktop Publishing - QuarkXPress

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	2	36
		Lab:	3	54
		Other:	0	0
		Total:	5	90

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 advertisement. Included in the course will be the 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. This course may be repeated once for credit. This course is also listed as CSIS 72. **ADVISORY:** CSIS 124 and CSIS 126

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

- L - Standard Letter Grade
- P - Pass/No Pass

REPEATABILITY: R - Course may be repeated
Maximum of 1 times

SCHEDULE TYPES:

- 02 - Lecture and/or discussion
- 03 - Lecture/Laboratory
- 04 - Laboratory/Studio/Activity

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, tests, quizzes.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Inactive Course: 09/26/2011

WEEK HOURS CONTENT

Two hours of work is required for each one hour of lecture.

Students who repeat this course will learn new and advanced features.

1 3 Lec LECTURE: 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 LAB EXERCISES/READING/HOMEWORK: Plan you document. Log into the computer and start the program. Create a publication. Create text and graphics. Save the publication and print the file.

2 3 Lec LECTURE: 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 LAB EXERCISES/READINGS/HOMEWORK: Use rulers and guides to set up the page. Use palettes. Format text on the page. Create a set of business documents.

3 3 Lec LECTURE: Types of certificates, sources of certificate designs. Creating a certificate. Drawing lines, rectangles, and circles with DT tools. Using borders and shading.

3 Lab LAB EXERCISES/READINGS/HOMEWORK:

Design certificates for publication. Create certificates similar to one in the class lecture. Put borders and shading on the document.

4 3 Lec LECTURE: Working with type. Serif, sans serif, and script type. Creating text blocks. How window shades work. Placing text. Rotating text. Go over leading, ligatures, hyphenation control, and types of type.

3 Lab LAB EXERCISES/READING/HOMEWORK: 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.

5 3 Lec LECTURE: Using a draw program. Using the draw toolbox. Drawing lines and curves. Drawing ovals and rectangles. Drawing freehand objects. Using layers to create objects.

3 Lab LAB EXERCISES/READING/HOMEWORK: Use a draw program to create objects. Experiment with lines, curves, ovals, and rectangles. Create a freehand object.

6 3 Lec LECTURE: Creating text in a word processor. Placing text from another source. Placing graphics from another source. Designing text and graphics so they import correctly. Problems with imported text.

3 Lab LAB EXERCISES/READING/HOMEWORK Create text with a WP program. Do most of the text work in the WP program. Import text to the DP program.

7 3 Lec LECTURE: 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 LAB EXERCISES/READING/HOMEWORK: Look at ads in publications. Design your ad. Use text and graphics in the ad. Do ads for several different types of publications.

8 3 Lec LECTURE: Introduction to styles. Defining and applying a style. Modifying a style. Merging a style.

3 Lab LAB EXERCISES/READING/HOMEWORK: Set up the styles for the document. Modify a similar style for new features.

9 3 Lec LECTURE: 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 LAB EXERCISES/READING/HOMEWORK:

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 first page.

10 3 Lec LECTURE: Using tabs and type of tabs. Using leadered tabs. Creating bulleted and numbered tabs.

3 Lab LAB EXERCISES/READING/HOMEWORK:

Creating 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.

11 3 Lec LECTURE: Newsletter variations. Multi-column newsletters. Several types of headings. Drop caps.

3 Lab LAB EXERCISES/READING/HOMEWORK:

Produce a 4-page newsletter. Use graphics and art in the newsletter.

12 3 Lec LECTURE: Working with images. Scanning images, storing images. Sizing, cropping and placing images. Using clipart and pictures. Locating images on the web.

3 Lab LAB EXERCISES/READING/HOMEWORK:

Scan an image in and use it. Size and crop the image for good use. Use the web to find images that you can legally use. Download and use some images from the web.

13 3 Lec LECTURE: Starting QuarkXPress. Working with layers. Using painting and editing tools.

3 Lab LAB EXERCISES/READING/HOMEWORK:

Do a simple PS project. Use the PS project in your document.

14 3 Lec LECTURE: Working with colors. Applying colors to objects. Creating tints. Overlapping colors.

3 Lab LAB EXERCISES/READING/HOMEWORK:

Apply colors to different objects such as text, lines, art. Plan the use of colors for visual effect.

15 1.5 Lec LECTURE: Choosing a final project. Using DP features in your project.

3 Lab LAB EXERCISES/READING/HOMEWORK:

Design a final project. List DP features that can be used in the final project. Write up the final project proposal.

1.5 Lec LECTURE: Creating master pages. Design considerations of master pages. Evaluating

documents for their master page features. Setting up page numbers and headers/footers.

16 1.5 Lab LAB EXERCISES/READING/HOMEWORK:

Design the mater page features. Setup the master pages for your document.

3 Lec LECTURE: Book operations. Combining several documents into a book. Creating table of contents and indexes. Working with indexes.

1.5 Lab LAB EXERCISES/READING/HOMEWORK:

Create several files or use previously created files. combine these files into one longer document. Generate table of contents and index.

17 2 Lec FINAL EXAM

Turn in final project.

COURSE OBJECTIVES:

WEEK 1

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 software features. The students reproduce the lecture example, and then create their own pub.

WEEK 2

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.

WEEK 3

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.

WEEK 4

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.

WEEK 5

The students use a draw program to draw lines and curves. The sic 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.

WEEK 6

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 the draw program. The students place the graphics in the DP program.

WEEK 7

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

WEEK 8

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

WEEK 9

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.

WEEK 10

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.

WEEK 11

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.

WEEK 12

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

WEEK 13

The students start QuarkXPress. 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.

WEEK 14

The students use several colors in a project. The students apply colors to lines, type, and graphics.

WEEK 15

The student chooses and designs a final project. The student turns in a final project proposal.

WEEK 16

The students set up master pages. The students use the master pages in a document. The students change the objects on the master pages. The students combine files into a book. The students create table of contents and indexes.

METHODS OF INSTRUCTION:

Lecture, computer demonstration, projects, lab exercises.

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:

QuarkXPress: Introduction to Electronic Documents; Prentice-Hall, 2003

or other appropriate college level text.

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

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 200630

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: A

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: DM

CSU Crosswalk Course Number: 72

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: C

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000435838

Sports/Physical Education Course: N

Taxonomy of Program: 061450