



**TRINITY VALLEY COMMUNITY COLLEGE  
ADMINISTRATIVE-MASTER SYLLABUS**

**Course Title:**

**Desktop Publishing for the Office**

**Course Prefix and Number:**

**POFI 2431**

**Department – Division:**

**Business and Computer Science Division**

**Course Type** – select from one of the following categories.

- Academic General Education Course (from ACGM – but not in TVCC Core)
- Academic TVCC Core Course
- WECM Courses

**Semester Credit Hours: Lecture Hours: Lab/other hours**

Semester Credit Hours	Lecture Hours	Lab/Other* Hours
4	3	3

Other hours include practicum, clinical or other types of non-lecture instruction. \*If other, please specify: \_\_\_\_\_

**Course Catalog Description**

A continuation course designed to provide experience producing complex documents using advanced word processing functions of Word 2007 software. The course is designed to be used by students already familiar with word processing and Word 2007. The course focuses on advanced Word features along with desktop publishing terminology and concepts. Topics to be included are: page layouts, memos, agendas, press releases, letterheads, envelopes, business cards, certificates, calendars, resumes, brochures, promotional documents, web pages, PowerPoint presentations, newsletters, reports, and manuals. All assignments will be completed in Word 2007, with the exception of the PowerPoint presentations which will be created in MS PowerPoint 2007.

## **Prerequisites/co requisites**

POFI 2401 – Word Processing I or knowledge of basic features of Word 2007.  
POFI 2440 – Advanced Word Processing

## **Topical Outline**

1. Understanding the Desktop Publishing Process
2. Preparing Internal Workplace Documents
3. Creating Letterheads, Envelopes, and Business Cards
4. Creating Personal Document
5. Creating Promotional Documents—Flyers and Announcements
6. Creating Brochures and Booklets
7. Creating Specialty Promotional Documents
8. Creating Basic Elements of a Newsletter
9. Using Design Elements to Enhance Newsletters
10. Creating Web Pages and Forms
11. Introducing Microsoft Publisher 2007
12. Creating Presentations Using PowerPoint

## **Course Learning Outcomes**

Upon successful completion of the course, the student will be able to accomplish the following learning outcomes:

- Evaluate design elements in a desktop published document for the appropriate use of focus, balance, proportion, contrast, directional flow, consistency, color, and page layout.
- Produce internal business documents such as signs, fax cover sheets, agendas, memos, and press releases with a variety of typefaces, typestyles, type sizes, and special symbols.
- Produce business letterheads, envelopes, and business cards using a variety of templates, fonts, ruled lines, and automatic features.
- Create calendars, CD covers, personal address labels, and award certificates using a variety of graphic features.
- Produce promotional documents such as flyers and announcements using the Word 2007 Tables and Borders toolbar, Picture toolbar, Drawing toolbar, Microsoft Word Picture editor, and WordArt along with text boxes, pictures, watermarks, lines, AutoShapes, 3-D boxes, shadow boxes, and borders.
- Create letter-fold and single-fold brochures using a variety of page layouts and design techniques such as drop caps and reverse text.
- Create specialty promotional documents, such as tickets, postcards, business greeting cards, nametags, and invitations using AutoText, WordArt, labels, and Mail Merge.
- Create Web home pages and fill-in forms online with hyperlinks using Word 2007 and apply basic desktop publishing concepts to the layout and design of the Web pages.
- Create onscreen presentations and slides using Microsoft Office PowerPoint 2007 and basic design concepts.

- Create newsletters using students' own designs that incorporate desktop publishing concepts and use Word 2007 features. Students define, create, and incorporate additional design elements into newsletters, such as headers/footers, tables of contents, mastheads, sidebars, pull quotes, kickers, end signs, jump lines, captions, vertical lines, and spot color.
- Become familiar with the basic features and capabilities of Microsoft Office Publisher 2007 to produce professional-looking flyers, brochures, and newsletters.
- Build a portfolio of documents and design examples for the student to use when interviewing with a prospective employer.

**Relationship to General Education Outcomes** – In addition to the core competencies, Trinity Valley Community College has established ten general education goals which specify knowledge and skills that students should gain from completing courses in the various component areas of the core curriculum. Information regarding curriculum and assessment as a means for the improvement of student learning through the general education component. (Select all that apply.)

Mark with an "X"	General Education Outcome
	A. To communicate clearly and effectively in both oral and written English.
	B. To improve reading skills focused on comprehending, analyzing, interpreting, and evaluating printed materials.
	C. To understand mathematical information and utilize mathematical skills.
	D. To demonstrate qualitative and quantitative critical thinking skills.
	E. To understand and appreciate cultural and ethnic diversity.
X	F. To utilize computer based technology in accessing information, solving problems, and communicating.
	G. To recognize and evaluate artistic achievements in the visual and performing arts.
	H. To improve basic understanding of political, economic, and social systems.
	I. To demonstrate knowledge of the physical universe and living systems.
X	J. To develop skills and strategies to become an engaged learner.

**Required Text(s)**

*Copy of current textbook in the Trinity Valley Community College bookstore.*

**Optional Text(s)**

none

**Material/Technology to be supplied by the student.**

Internet connection with an e-mail address. Microsoft Word 2007 software.  
Internet tools will be utilized in the completion of this course.

**Course Requirements/Grading System** – describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course; not intended to restrict the individual nature by which each faculty member who teaches the course determines course requirements and final student performance, but should offer consistency within reason for all sections taught for those departments without a standardized format.

**METHODS OF INSTRUCTION:** This is an internet class. The students will do the exercises and assigned problems in the textbook. The exercises give step-by-step directions on how to complete the function described, then the students apply the learned function to the assigned problems.

**METHODS OF EVALUATION:** Students will be evaluated on the Unit Tests (Performance Assessments which contains three problems), Theory Tests (written evaluations of their knowledge), an Daily Assignments (Skill Assessments).

**Grading**

The student will work through 3 units in the textbook. The student will receive points for graded assignments, 3 performance assessments, 3 theory tests, and a photo for class roll.

Theory Test (online written test) – 50 points - 16%

Daily Assignments – 150 points - 49%\*

Problem Tests – 100 points - 32% (Performance assessments.)

Photo for class roll – 25 points - 3% (1<sup>st</sup> unit only)

\*A perfectly completed exercise will receive a score of 1.0 point and a perfectly completed problem will receive a score of 5.0 points. A half-point (0.5) will be deducted for each error and each day late.

0 errors - 5.0

1 error - 4.5

2 errors - 4.0

3 errors - 3.5

4 errors - 3.0

5 errors - 2.5

6 errors - 2.0

7 errors - 1.5

8 errors - 1.0

9 errors – 0.5

10+errors – 0.0

POINT SCALE

A = 828-925

C = 643-735

F = 550 & below

B = 736-827

D = 551-642

***Approvals – the contents of this document have been reviewed and are found to be accurate.***

Prepared by <b>Del Spencer</b>	Signature	Date
Department Head	Signature	Date
Division Chair	Signature	Date
Vice President	Signature	Date