DATE OF LAST REVIEW: 02/2013
CIP CODE: 52.0401
SEMESTER: Spring 2011
COURSE TITLE: Desktop Publishing
COURSE NUMBER: CIST-0182
CREDIT HOURS: 3
INSTRUCTOR: Departmental Syllabus
OFFICE LOCATION: Departmental Syllabus
OFFICE HOURS: Departmental Syllabus
TELEPHONE: Departmental Syllabus
EMAIL: Departmental Syllabus

KCKCC-issued email accounts are the official means for electronically communicating with our students.

PREREQUISITES: CIST-0101 Computer Concepts and Applications or CIST-0111 Microcomputer Business Software

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com for the required text for your particular class.
Access to Microsoft Access 2010

COURSE DESCRIPTION:
Desktop Publishing introduces the fundamentals of word and image production using a personal computer. The course covers 1) the elements of page composition, 2) publication design, 3) text construction, 4) graphs, 5) typical hardware, and 6) business applications.

METHOD OF INSTRUCTION:
A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, performances, and learning experiences outside the classroom including use of the internet. Methodology will be selected to best meet student needs.
COURSE OUTLINE:
I. Introduction to desktop publishing tools their proper use
II. Introduction to the basic elements of design
III. Manipulating design elements to achieve a desired effect
IV. Introduction of newsletter layouts
V. Introduction of newspaper layouts
VI. Introduction of ad layouts
VII. Introduction of sales promotion layouts
VIII. Introduction of business document layouts
IX. Introduction of form layouts
X. Manipulating pictures using digital editing hardware and software
XI. Introduction of deadlines and quality standards
XII. Introduction of publishing-related decisions based on principles of ethics
XIII. Introduction of legal problems with published material
XIV. Summary of published product from concept to final product

EXPECTED LEARNER OUTCOMES:
A. Identify desktop publishing tools and explain their proper use
B. Identify the basic elements of design
C. Manipulate design elements to achieve a desired effect
D. Compose newsletter layouts
E. Compose ad layouts
F. Compose sales promotion layouts
G. Compose business document layouts
H. Compose form layouts

COURSE COMPETENCIES:

*Identify desktop publishing tools and explain their proper use*
1. Identify and explain the use of document layout software
2. Identify and explain the use of illustration software
3. Identify and explain the use of image editing software
4. Identify and explain the use of a computer and its operating system
5. Identify and explain the use of a scanner
6. Identify and explain the use of a digitizing tablet
7. Identify and explain the use of an inkjet printer
8. Identify and explain the use of a laser-printer

*Identify the basic elements of design*
9. Explain the importance of an element’s position on a page
10. Explain the importance of white space
11. Explain the importance of grey and black space
12. Explain the importance of contrast, repetition, alignment and proximity
13. Identify various elements of type and explain their proper use
14. Identify and explain the proper use of various typefaces
Manipulate design elements to achieve a desired effect
15. Operate desktop publishing hardware and software
16. Apply the basic elements of design to a page layout
17. Apply the basic elements of design to a document layout

Compose newsletter layouts
18. Plan page and document layout
19. Plan article placement
20. Create layouts for the newspaper
21. Generate captions
22. Generate headlines
23. Organize material for printing

Compose ad layouts
24. Write ad copy
25. Select and/or create illustrations
26. Create ad layouts based on internal and external design concerns

Compose sales promotion layouts
27. Plan page and document layout
28. Plan element placement
29. Create layouts for a brochure, catalog or other sales promotion publication
30. Organize material for printing

Compose business document layouts
31. Plan page and document layout
32. Plan element placement
33. Create layouts for a brochure, resume and/or business card
34. Organize material for printing

Compose form layouts
35. Plan page and document layout
36. Plan element placement
37. Create layouts for a business reply form and/or survey
38. Organize material for printing

ASSESSMENT OF LEARNER OUTCOMES:
Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

SPECIAL NOTES:
This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

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race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

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