



Course Name: Desktop Publishing

Course Number: BOT 217

Credits: 3

Catalog description: A course designed for students who desire some familiarity with desktop publishing processes through a hands-on approach. Students will be introducing to a desktop publishing software package used in producing newsletters, reports, graphics, style sheets and master pages, special effects and scanned images such as PageMaker or other similar packages. Substantial laboratory time is required each week.

*Non-degree/non-matriculating students require permission of the instructor

Prerequisite, Corequisite, or Parallel: BOT*112 And either BOT*137 or BOT*215
Or Permission of the Instructor*

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

1. Understanding of basic computer commands and concepts which include the operation system(s) that have already been learned



2. Describe what is meant by desktop publishing
3. Describe the differences between traditional publishing and desktop publishing
4. Identify desktop publishing programs, word processing programs, and graphic programs
5. Explain the complexity of desktop publishing and explain how to design page layouts
6. Describe how to work with imported text and graphics

Course Content:

Getting Acquainted with Desktop Publishing

What is it?

The Components of it

Using Windows

Understanding the Complexity of Desktop Publishing

Hardware and software requirements

Exploring PageMaker or another software package

Designing Page Layouts

Page layout-Page setup-column setup

Creating Graphics Using PageMaker tools or another software package's tools

Aligning elements with ruler guides

Snap to guides-snap to rulers

Adjusting the zero point

Using the drawing tools

Layering objects

Importing and Manipulating Graphics

External graphics-graphic formats-placing graphics into a publication

Creating and Manipulating Text with Desktop Publishing Tools

Typefaces and fonts displaying and printing text

Creating text

Designing Effective Publications

Working with Imported Text and graphics

Using word processing programs-Importing files

Combining text and graphics-formatting imported text

Linking and embedding graphics and text

Formatting Paragraphs, Tables and Lists

Creating Style Sheet and Master Pages

Adding Special Effects

Spacing-Design Effects-Color-Refining Printing

Scanned Images

Date Course Created:

Date of Last Revision: 04/03/2017