



BT 1430

Division: Business and Technology

Department: Business Technology

Course: BT 1430

Title: Document Production and Design

Catalog Description:

This course covers design concepts, advanced word processing features, and basic desktop publishing techniques that allow the user to create professional-looking documents with attractive graphics, text effects, and eye-catching design elements. Students will create a variety of documents such as business correspondence, business cards, flyers, brochures, promotional documents, presentation materials, newsletters, reports, and manuals. *Basic computer skill including a good understanding of file management (and/or BT 1010 or equivalent) is highly recommended.*

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Justification:

Document production and design skills are a critical component in almost any field of business. This course will also prepare students for desktop publishing courses (i.e. BT 2420 or BT 2440). The Business Advisory Committee believes that a student graduating with a certificate or Associate of Applied Science degree in Business Technology should take this course. Similar courses are offered throughout the state (i.e. Utah Valley University DGM 2350).

Student Learning Outcomes:

Upon successful completion of this course, the student will be able to

- Apply design concepts
- Evaluate documents for the use of basic design concepts
- Use industry standard software to apply advanced word processing features and desktop publishing techniques
- Produce a variety of professional-looking documents such as flyers, brochures, and newsletters.

Content:

Course topics include

- Understanding the desktop publishing process, design elements, and basic typography
- Preparing internal documents such as letterheads, envelopes, and business cards
- Producing personal documents such as CD labels, calendars, address labels, and certificates
- Designing flyers, announcements, brochures, booklets, and newsletters
- Publishing documents in a variety of formats including web page forms, PDF files, PowerPoint, and Publisher

General Education Outcomes:

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will retrieve data from a variety of electronic media, read, and evaluate information. Students apply appropriate software features to accomplish the given task. Documents will be submitted in both electronic and paper form. The instructor will evaluate the submitted documents and provide feedback to the student.

Applied Education Outcomes:

1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

Using industry standard word processing software, students will apply design concepts to create, produce, and enhance a variety of business and personal documents. The documents will be organized in a portfolio that the student may use when applying for jobs. The instructor will evaluate the portfolio and provide feedback to the student.

Key Performance Indicators:

Student learning outcomes will be assessed by two or more of the following key performance indicators:

- Production Assignments
- Objective and/or Production Exams
- Portfolio
- Participation

Representative Text and/or Supplies:

Arford, Joanne. *Microsoft Advanced Word - Desktop Publishing*, Signature Series, current edition or equivalent, EMC/Paradigm.

A current version of SAM, SNAP, or other equivalent online training, project, and assessment software is optional.

Signatures:

I hereby submit this course syllabus:

LaFaun Barnhurst, MS, Associate Professor

I hereby find this course consistent with the goals and resources of the Business Technology Department:

Lisa Anderson, MS, Associate Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)