



BT 2430

Division: Business and Technology

Department: Business Technology

Course: BT 2430

Title: Advanced Desktop Publishing

Catalog Description:

This is an advanced course in desktop publishing which utilizes a variety page layout and image editing programs. A scanner, a digital camera, and other image acquiring methods may also be used. Layout and design skills will be developed and utilized to create documents that are used by professionals. Projects will illustrate student proficiency in creating a variety of original documents for advertising and office use.

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

Prerequisites: BT 2420

Justification:

This course provides students with advanced projects to enhance layout and design skills. This will reinforce desktop publishing concepts and techniques learned in BT 2420 Desktop Publishing.

Students will learn how to produce original documents using a variety of software programs and digital image devices. The acquired knowledge and skills will be advantageous to individuals who desire to pursue careers as desktop publishing specialists, administrative assistants, office support staff, or entrepreneurs.

This course is required for the A.A.S. Desktop Publishing/Web Design degree and also the Desktop Publishing Certificate. The addition of this course into the Business Technology curriculum was advised and is supported by the Business Advisory Committee members. Similar courses are offered at other Utah System of Higher Education institutions.

Student Learning Outcomes:

- Students will be able to implement advanced desktop publishing features, elements of design, and layout concepts in the preparation of original projects.
- Students will be able to produce advertisements, brochures, letterhead, envelopes, business cards, calendars, newsletters, and other publications.
- Students will be able to produce quality layouts within time restraints similar to a business situation.
- Students will be able to identify target markets and create documents which appeal to identified target

markets.

Content:

- Creativity
- Concept Development
- Production Process
- Shape/Container Relationship
- Layout
- Type
- Color
- Paper, Binding, and Finishing
- Using Pictures Effectively
- Publication Design
- Corporate Identity
- Display and Packaging
- Advertising Design
- Web Design and Multimedia

General Education Outcomes:

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

Each student will have the opportunity to evaluate the overall effectiveness of design and layout from both digital and print sources. They will also be required to effectively deliver their own publications both digitally and in print. The instructor will evaluate and make suggestions for improvement.

- 9) Respond with informed sensitivity to an artistic work or experience.

After studying and evaluating sample publications from other desktop publishers, each student will be required to create original work using page layout software. The goal is that students will appreciate the talent and skill needed to create such publications. The instructor will evaluate and make suggestions for improvement.

Applied Education Outcomes:

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

Students will use current software to create their own designs for advanced business forms, graphics and documents for use in the business environment. The instructor will evaluate the submitted projects and make suggestions for improvement.

Key Performance Indicators:

Student Learning Outcomes will be assessed by two or more of the following Key Performance Indicators:

- Exams
- Production Assignments
- Create Original Layouts

Representative Text and/or Supplies:

Design Companion for the Digital Artist, Against the Clock Series, current edition or equivalent, Prentice Hall.

Optimum Class Size: 12

Maximum Class Size: 20

Signatures:

I hereby submit this course syllabus:

Cozette Roberts, M. Ed., 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)