



## **BT 2440**

**Division:** Business and Technology

**Department:** Business Technology

**Course:** BT 2440

**Title:** Designing Print Media for Business

**Catalog Description:**

The course introduces current desktop publishing software and design skills used in print layout. Desktop publishing skills utilize page layout skills, image editing, and illustrations. A scanner and a digital camera will also be used. Desktop publishing skills will be developed and utilized to create documents that are used by business professionals. Unit projects will be part of a portfolio to illustrate student proficiency in creating a variety of original business documents for advertising and office use.

**General Education Requirements:** N/A

**Semesters Offered:** Fall

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

**Clock/Hour Requirements:** 0

**Offered for Non-Credit:** Yes

**Prerequisites:** A basic level of computer literacy is required for this course.

**Justification:**

Desktop publishing skills are quickly becoming synonymous with the duties of business owners, administrative assistants, office support staff, and desktop publishing specialists. This class provides Business Technology majors with beginning and advanced desktop publishing skills to produce original print layout documents.

Students will learn how to produce original documents by using beginning and advanced desktop publishing techniques, design concepts, and layouts. This course will also be advantageous to individuals who desire to pursue careers as desktop publishing specialists, entrepreneurs, administrative assistants, and office support staff.

This course is required for the A.A.S. Desktop Publishing/Web Design degree and the Computer Application Specialist Certificate. This course was advised and is supported by the Business Technology Advisory Committee members. Similar courses are offered at other Utah System of Higher Education institutions, including Southern Utah University, Dixie State College, and Utah Valley University.

### **Student Learning Outcomes:**

At the completion of the course, students will be able to do the following:

- Know desktop publishing features, terminology, and concepts.
- Demonstrate the ability to incorporate basic design concepts in laying out projects using desktop publishing software.
- Create original layouts and projects based on effective design principles and layout concepts, using features of advanced desktop publishing layout software.
- Use design principles, desktop publishing skills, and other related skills to produce advertisements, brochures, letterhead, envelopes, business cards, newsletters, web pages, and other publications used in businesses.
- Demonstrate the ability to integrate the use of a page layout, computer illustration, and computer image editing software.

- Understand the complexity and importance of producing quality layouts within time restraints by adhering to project deadlines similar to what they will undergo in a business situation.
- Identify target markets and create documents which appeal to identified target markets.
- Use problem-solving skills to resolve challenges that arise in creating quality original desktop publishing documents and possess the ability to work individually on projects with desktop publishing layout software.
- Critique the effective and ineffective use of design principles from desktop publishing professionals.
- Prepare a portfolio consisting of original work and samples of desktop publishing professionals' work that demonstrate good design principles. Students will present their portfolio to the class.

**Content:**

The following concepts will be covered in the course:

- Technology of desktop publishing
- Creating original business documents, logos, and images that are ready for professional printing
- Demonstrating effective use of design principles (focus, balance, visual weight, directional flow, unity, and visualidentity)

- Integrating graphics from various software packages and sources
  
- Using desktop publishing features to enhance documents (tools, master pages, styles, leading, kerning, tracking, baseline shift, and paragraph alignment)
  
- Converting and manipulating images
  
- Working with typography
  
- Ethical issues regarding acquiring data and images for use in business
  
- Creation of portfolios

**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 digitally and in print, using instructor feedback to improve subsequent assignments.

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 skill needed to create such publications. Students will be evaluated by the instructor and by peers on each project so future projects can be improved.

### **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 desktop publishing software to create their own designs for real-world application in a business environment, including advanced business forms, graphics, and other documents for use in the business environment. Students will receive feedback from the instructor and peers on the quality and effectiveness of projects completed.

### **Key Performance Indicators:**

Assessment of student performance includes:

Projects will be assigned that integrate various software programs to produce an original finished product in a timely manner. A portfolio will illustrate each student's original desktop publishing projects and knowledge of design principles. These projects will be evaluated to determine proficiency and knowledge of the desktop publishing software: 80 percent of final grade.

Tests will assess the understanding of theory and terminology associated with desktop publishing as well as related software: 20 percent of the final grade.

Percentages are approximate.

### **Representative Text and/or Supplies:**

At the discretion of the instructor, any of the following texts may be utilized in the course:

*Adobe InDesign Revealed*, Chris Botello  
, current edition or equivalent

or

*Design Companion for the Digital Artist*, Against the Clock Series, current edition or equivalent

or

*Desktop Publishing Style Guide*  
Deval, Sandra Lentz,, current edition or equivalent

**Optimum Class Size: 12**

**Maximum Class Size: 19**

**Signatures:**

I hereby submit this course syllabus:

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Lisa Anderson, MS, Associate Professor

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

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Lisa Anderson, MS, Associate Professor, Chair

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

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Doug Dyreng, MS, Associate Professor, Dean

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

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

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Michelle Olsen, MLS, Campus Librarian (Richfield Campus)