



## **BUED 2420**

**Division:** Business and Technology

**Department:** Business Education

**Course:** BUED 2420

**Title:** Desktop Publishing

**Catalog Description:**

The course is an introduction to desktop publishing utilizing current desktop publishing software, Photoshop, a scanner, and a digital camera. Graphic design skills will be developed that are necessary for the business professional to compete successfully in a computerized society. The modulated unit projects improve student proficiency in creating a variety of personal and business applications.

**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:** No

**Prerequisites:** BUED 1420

**Justification:**

This class will provide Business Education majors with training in using the specific desktop publishing features included in a current desktop page layout software package and a digital imaging program. The acquired knowledge gained of introductory to advanced desktop publishing concepts will be advantageous to individuals amassed in the technological transition within the office environment.

**Student Learning Outcomes:**

At the completion of the course, students will have accomplished the following objectives:

- Studied, learned, and passed written tests on the desktop publishing features, terminology, and concepts.
- Studied, learned, and passed desktop publishing applications production tests by correctly utilizing specialized functions. Completed assignments preparing students for successful performance on applications tests and a final project.
- Completed assignments preparing students for successful performance on applications tests and final project.
- Completed projects by integrating the skills learned as listed in the following content section.
- Input graphics, lines, and text with the fewest number of keystrokes possible.
- Demonstrate the desktop publishing skills and responsibilities needed by an administrative assistant, office technician, or other office-related personnel through unit problem-solving projects and presenting to the instructor their desktop publishing final project.
- Be marketable and competitive as graphic designer within the perimeters of the duties of office

workers by creating business cards, letterhead, envelopes, master layout for reports, a travel brochure, and a newsletter. The students will present their final project to the class.

- Understand the complexity and importance of producing quality layouts within time restraints, by being given project deadlines similar to what they will undergo in an office situation.
- Be able to incorporate basic design concepts in laying out projects by using basic design concepts and the capabilities of the desktop publishing software.
- Possess the ability to work individually on graphic projects with graphic design layout software, through multiple opportunities of classroom problem-solving activities requiring individual work.
- Critique the effective and ineffective use of design principles from desktop publishing professionals.
- Create original layouts based on effective design principles using desktop publishing layout software.

## **Content:**

By the end of the course, students will have covered the following concept/features:

- Technology of desktop publishing.
- Input/Output devices (use of scanners, laser printer, and digital camera).
- Basic principles of design (focus, balance, visual weight, directional flow, unity, and visual identity).
- Page layout.
- Line formatting and alignment (leading, kerning, word and letter spacing, tracking, and paragraph alignment).
- Special characters/symbols.
- Fonts.
- Graphics (modes: bit-mapping, object-oriented resolution; production: scaling, and creating; application: original, ready-made, scanning, business graphics; design).
- Formatting with styles and macros.
- Creating business forms.
- Working with page layout palettes, master pages, picture frames, word processing transition, typography, and line and rules.
- Using special effects: color, clipart, and shadow.
- Building and importing tables.
- Painting and enhancing images.
- Working with layers, type, shapes, text boxes, and the pen tool.
- Converting and manipulating images.
- Using the scanner, downloading from the Internet and possibly using a digital camera.
- Demonstrating and discussing effective and ineffective use of design principles.
- Completing assignments and class projects using effective design principles.

## **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.
- 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.

**Key Performance Indicators:**

Assessment of student performance include:

- Assignments and projects will be evaluated to determine the use and knowledge of desktop publishing features and concepts according to the prescribed format and topics being learned: 80 percent of grade.
- Written and performance exams will be given for students to demonstrate their knowledge of and skill in using the desktop publishing features specified and their knowledge of concepts presented in sub-sections of each phase: 20 percent of final grade.

**Representative Text and/or Supplies:**

*Adobe InDesign, Against the Clock, Prentice Hall, current edition or equivalent.*

**Optimum Class Size:** 10

**Maximum Class Size:** 12

**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 Education Department:

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, , , 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)