



BUED 2430

Division: Business and Technology

Department: Business Education

Course: BUED 2430

Title: Advanced Desktop Publishing

Catalog Description:

This is an advanced course in desktop publishing utilizing page layout, image editing, and illustration software. A scanner and a digital camera will also be used. Graphic art 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: TBA

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

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Prerequisites: BUED 1420, 2420

Justification:

Graphic art skills are quickly becoming synonymous with the duties of business owners, administrative assistants, office support staff, and desktop publishing specialists. This class provides Business Education majors with advanced projects to enhance desktop publishing skills learned in BUED 2420 Desktop Publishing and graphic design skills to produce original business documents.

Students will learn how to produce original documents using a variety of software programs and digital image devices. The acquired knowledge of advanced desktop publishing techniques, design concepts, and layout that is gained 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 Education curriculum was advised and is supported by the Business Education Advisory Committee members. Similar courses are offered at other Utah System of Higher Education institutions, including LDS Business College and Utah Valley State College.

Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Implement advanced desktop publishing features, elements of design, and layout concepts in the

preparation of original projects.

- Use design principles, desktop publishing skills, and other related skills to produce advertisements, brochures, letterhead, envelopes, business cards, calendars, newsletters, web pages, and a final project.
- Demonstrate the ability to integrate the use of a page layout, computer illustration, and computer image editing software.
- Successfully use the Internet and a variety of digital input devices in the preparation of desktop publishing projects.
- Use problem-solving skills to resolve challenges that arise in creating quality original desktop publishing documents.
- Produce a portfolio of original documents and examples of effective design layouts to illustrate design principles.
- Understand the complexity and importance of producing quality documents within time restraints similar to the expectation in an actual business situation.
- Identify target markets and create documents which appeal to identified target markets.
- 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.

Content:

Course objectives will be accomplished by

- Applying elements of design (focus, balance, visual weight, directional flow, unity, and visual identity) used in original projects
- Creating original business documents, logos and images by utilizing the following:
 - Input/Output devices (including scanner, laser printer, inkjet printer, digital camera, etc.)
 - Effective page layout for business documents
 - Graphics (modes: bit-mapping, object-oriented resolution; production: scaling and creating; application: original, ready-made, scanning, business graphics; design)
 - Using special effects: color, clip art, and word art
- Integrating graphics from various software packages and sources
- Developing a working knowledge of desktop publishing features (page layout palettes, master pages, picture boxes, word processing transition, typography, lines and rules)
- Converting and manipulating images
- Creating camera ready documents
- Ethical issues regarding acquiring data and images for use in business
- 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 both 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:

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. Production exams will give students an opportunity to demonstrate their skill using desktop publishing software: 20 percent of the final grade.

Representative Text and/or Supplies:

Desktop Publishing Style Guide, Sandra Lentz Devall, Delmar Publishers, current edition or equivalent

Optimum Class Size: 12

Maximum Class Size: 12

Signatures:

I hereby submit this course syllabus:

Lisa Anderson, MS, Associate Professor

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

, , , 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)