



## BT 2420

**Division:** Business and Technology

**Department:** Business Technology

**Course:** BT 2420

**Title:** Desktop Publishing

**Catalog Description:**

The course is an introduction to current desktop publishing software. Emphasis will be placed on layout and design skills as well as the production of complex documents that are necessary for the business professional to compete successfully in a digital society. Projects and assignments will improve student proficiency in creating a variety of personal and business documents.

**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:**

This class will provide students with training in using desktop publishing features and tools included in a current desktop publishing and page layout software. The acquired knowledge of introductory desktop publishing concepts and formatting and design principles will be advantageous to individuals working in an office environment.

This course is required for the A.A.S. Desktop Publishing/Web Page 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 incorporate basic design concepts in laying out projects using desktop publishing software.
- Students will be able to produce quality layouts within time restraints similar to a business situation.
- Students will be able to critique professional layouts to determine effective and ineffective layouts using design principles.
- Students will be able to create original layouts and projects based on effective design principles and concepts, using features of desktop publishing software.

**Content:**

BT 2420

- Working with Text
- Setting Up a Document
- Working with Frames
- Working with Color
- Working with Placed Images
- Creating Graphics
- Exploring Effects and Advanced Techniques
- Working with Tabs and Tables
- Making Books, Tables of Contents, and Indexes
- Preparing, Packaging, and Exporting Documents for Print
- Creating an Interactive Document

### **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. 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 learn to use current desktop publishing software to create basic business forms, graphics and documents that are often needed in the business environment. The instructor will evaluate 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
- Critique Professional Layouts
- Create Original Layouts

Botello, Chris, *Adobe InDesign Revealed*, current edition or equivalent, Cengage Learning.

**Optimum Class Size: 12**

**Maximum Class Size: 20**

**Signatures:**

I hereby submit this course syllabus:

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Cozette Roberts, M. Ed., 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)