Course Syllabus

Department: Business

Date: 10/13

I. Course Prefix and Number: BUS 218

Course Name: Desktop Publishing

Credit Hours and Contact Hours: 3 credit hours, 4 contact hours

Catalog Description including pre- and co-requisites: supporting data required for grade prerequisite of ‘C’ or higher.

This course provides hands-on training in word processing and presentation application software to learn desktop publishing techniques. Students build on their knowledge developed in BUS 216 Microsoft Word to create professional-looking documents including flyers, brochures, and newsletters. Prerequisite: BUS 216 Microsoft Word.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

This is a required course for the Administrative Professional degree.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

The students will:

- Apply desktop publishing techniques and principles to create the documents mentioned in the General Outline of Topics Covered.
- Create desktop publishing documents using templates and wizards.
- Create desktop publishing documents from real-life situations.
- Discuss ethical dilemmas encountered in the work setting.
- Collaborate appropriately in teams in planning, and designing documents.

College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- [ ] writing
- X oral communications
- X reading
- [ ] mathematics
- X critical thinking
- X computer literacy
- X ethics/values
- [ ] citizenship
- [ ] global concerns
- [ ] information resources
III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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</thead>
<tbody>
<tr>
<td>eg: writing</td>
<td>eg: student will complete a research paper</td>
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<tr>
<td>Oral communications</td>
<td>Collaboration with team members and discussions assess oral communications.</td>
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<tr>
<td>Reading, critical thinking, and computer literacy</td>
<td>Interpretation and the application of material assess reading, critical thinking, and computer literacy.</td>
</tr>
<tr>
<td>Ethics/values</td>
<td>Discussions of ethical dilemmas found in the workplace assess ethics/values.</td>
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IV. Instructional Materials and Methods

Types of Course Materials:

Textbook(s)

Methods of Instruction (e.g. Lecture, Lab, Seminar …):

• Lecture
• Demonstration
• Individualized Instruction
• Assignments
• Projects
• Discussions

V. General Outline of Topics Covered:

The following represents the various topics to be covered in this course:

I. The desktop publishing process
II. Preparing documents using basic typography
III. Creating letterheads and business cards
IV. Creating personal documents such as return address labels and personal calendars
V. Creating flyers and announcements
VI. Creating brochures and booklets
VII. Creating promotional documents
VIII. Creating Web Pages
IX. Creating a PowerPoint Presentation
X. Creating newsletters