

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: CMPA-320 Department: Information Technologies

Course Title: Desktop Publishing Semester: Fall Year: 2007

Course Objective	Competencies
1. To understand the desktop publishing process	1. Evaluate design elements in a desktop published document for the appropriate use of focus, balance, proportion, contrast, directional flow, consistency, color, and page layout.
2. To prepare (format) internal documents	1. Produce and format internal business documents such as signs, fax cover sheets, agendas, memos, and press releases with a variety of typefaces, type styles, type sizes, and special symbols.
3. To create letterheads, envelopes, and business cards	1. Produce business letterheads, envelopes, and business cards using a variety of templates, fonts, rules lines, and automatic features.
4. To create personal documents	1. Create calendars, CD covers, personal address labels, and award certificates using a variety of graphic features.

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5. To create promotional documents	1. Produce promotional documents such as flyers and announcements using text boxes, pictures, watermarks, lines, AutoShapes, 3-D boxes, shadow boxes, and borders.
6. To create brochures	1. Create letter-fold and single-fold brochures using a variety of page layouts and design techniques such as drop caps, and reverse text.
7. To create specialty promotional documents	1. Create specialty promotional documents, such as tickets, postcards, business greeting cards, nametags, and invitations using AutoText, WordArt, labels, and the Mail Merge Helper.
8. To create basic elements of a newsletter	1. Create newsletters using students' own designs based on desktop publishing concepts and Word features such as columns and styles. Other enhancements would be specifying line spacing, using kerning, adjusting character spacing, and changing alignment.
9. Incorporating newsletter design elements for enhancement	1. Define and create design elements such as a header/footer, table of contents, masthead, sidebar, pull quote, kicker, end sign, jump line, caption, and color and incorporate them into newsletters.
10. Integrate with other applications	1. Create a document in one software program, such as Word, and then incorporate it in another software program such as Excel or Powerpoint

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