ROSE STATE COLLEGE

Division Course Syllabus

Division  Humanities
Course Title  Desktop Publishing
Course Prefix and Number  MCOM 2333
Semester and Year Submitted  Spring 2014  Credit Hours  3
Prepared by  Susan Dawson-O’Brien
Hours Per Week:  Class  3  Lab  0

Course Description (as it appears in Catalog)

Students will learn current desktop publishing software for the purpose of designing publications for various journalism and business outlets, including public relations, advertising, print media, and corporate communications. Students must know how to navigate in a computerized environment and be familiar with basic word processing software.

Prerequisites  None

Text(s):

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Publisher</th>
<th>Copyright Date</th>
<th>ISBN</th>
<th>Reading Level</th>
<th>Supplemental Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe InDesign CS6 Classroom in a Book</td>
<td>Adobe Press</td>
<td>Adobe Press</td>
<td>2012</td>
<td>978-0-321-82249-9</td>
<td>15</td>
<td>(Other books, audio visual aids, etc.)</td>
</tr>
</tbody>
</table>

Supplemental Materials: (Other books, audio visual aids, etc.)
Outline for Remainder of Syllabus:

Rationale: This course introduces desktop publishing software used by professional media organizations for print and online publications. Students will create a portfolio of design work appropriate for various media workplace environments.

Expected Outcomes: At the end of the semester, successful students will be able to effectively:
1) Use professional graphic design software and understand its capabilities for desktop publishing;
2) Create a logo, memo, flier, brochure and newsletter for a “company” (real or invented for this class) by the assigned deadlines, using appropriate, attractive, and readable desktop publishing elements;
3) Understand the role of desktop publishing in organizations, especially those related to public relations and the media; and
4) Demonstrate an understanding of how graphic design and text work together to relay messages to specific audiences.

Methods of Instruction: Classes include in-class computer instruction, discussion, overhead examples, handouts, quizzes, and a final project. Students will read chapters before class to prepare for weekly projects.

Assessment (Including Critical Thinking measurements):
Students will be assessed on unit assignments, quizzes, and a final project.

Grade scale: A’s are earned for: lessons that contains no errors; final projects that could be professionally published, professionally presented to the professor with no major grammar/spelling errors and outstanding design that exceeds all assignment criteria. B’s are for: lessons that contain a few errors that can be easily corrected; projects that could be published with minimal editing and design changes that meet all assignment criteria. C’s are for: lessons that contain several errors but meet assignment criteria; projects that meet minimal assignment criteria and show consideration for good design. D’s are for: lessons that contain major errors and/or do not meet assignment criteria; projects that contain major structure and/or design errors, and/or do not meet assignment criteria. F’s are for: lessons that are incomplete and error-ridden; projects that are incomplete and error-filled. Missing deadlines and being absent also will affect students' grade.

Learning Objectives:
Unit 1: Introduction to Desktop Environment, Icons, and Related Terminology
On assignments, quizzes, or exams, students will demonstrate understanding of the desktop environment, the program's icons, and vocabulary related to the program. (Outcomes 1, 4)

Unit 2: Graphic Design Elements (Including Text, Pages and Master Pages, Layers, Frames, Formatting, Color, Graphics, Photos, and Tables)
On assignments, quizzes, or exams, students will demonstrate the ability to manage and manipulate each the of graphic design elements presented in class and in the text's units. (Outcomes 1, 3, 4)

Unit 3: Final Project
Showcasing knowledge gained from text units and computer practice, students will choose an individual topic around which to create professionally prepared memos, logos, fliers, brochures, and newsletters; these will be printed in color and professionally bound or displayed in an appropriate binder. (Outcomes 1, 2, 3, 4)