

# BUTTE COLLEGE

## COURSE OUTLINE

### I. CATALOG DESCRIPTION

**BCIS 47 - Desktop Publishing**

**2.5 Unit(s)**

**Prerequisite(s):** NONE

**Recommended Prep:** Reading Level IV; English Level III

**Transfer Status:** CSU

34 hours Lecture

25.5 hours Lab

In this course, students will examine the design principles and elements applied when creating printed documents and use desktop publishing software to create high-quality printed business publications such as newsletters, brochures, and flyers.

### II. OBJECTIVES

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

- A. Define desktop publishing and identify the software used to create printed business publications;
- B. Identify the goals of both document design and page design;
- C. Identify the design principles and design elements to be considered when planning and creating business publications;
- D. Describe the purpose and function of graphics, color, and typography principles in document and page design and use both effectively when creating business publications;
- E. Describe the features and functions of a current page layout software and apply these to create business publications;
- F. Describe the features and functions of a current photo editing software and apply these to modify and enhance photos to be placed in business publications; and
- G. Plan, create, design, and print business publications applying design principles and elements, typography principles, color, and images.

### III. COURSE CONTENT

#### A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Desktop Publishing	1.50
2. Goals of Document and Page Design	1.50
3. Design Principles of Document and Page Design	3.00
4. Design Elements of Document and Page Design	1.50
5. Purpose and Function of Graphics, Color, and typography principles in Document Design	3.00
6. Features and Functions of Page Layout Software including creating textboxes, formatting text and paragraphs, creating objects, placing and transforming graphics, using Master Pages and Layers, adding interactivity, and exporting documents	13.00
7. Features and Functions of Photo Editing Software including selecting pixels, altering pixels, using Layers, improving images, and creating special effects	10.50
Total Hours	34.00

<u>Topics</u>	<u>Hours</u>
1. Features and Functions of Page Layout Software including creating textboxes, formatting text, creating objects, placing and transforming graphics, using Master Pages and Layers, adding interactivity, and exporting documents	10.00
2. Features and Functions of Photo Editing Software including selecting pixels, altering pixels, using Layers, improving images, and creating special effects	10.00
3. Integrated Desktop Publishing Projects	5.50
Total Hours	25.50

#### IV. **METHODS OF INSTRUCTION**

- A. Lecture
- B. Class Activities
- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Discussion
- E. Demonstrations

#### V. **METHODS OF EVALUATION**

- A. Quizzes
- B. Projects
- C. Class participation
- D. Written Assignments
- E. Class Discussion

#### VI. **EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
  - 1. Read the chapter on the principles of document design, answer the questions at the end of the chapter, and be prepared to discuss these principles in the next class session.
  - 2. Read the chapter on the goals of document design, answer the questions at the end of the chapter, and be prepared to discuss these goals in the next class session.
- B. Writing Assignments
  - 1. After selecting a theme for a marketing brochure, compose one to two paragraphs to include on the inside cover of your brochure that describes the service your company provides to potential clients. Please type and submit this to instructor for editing and approval.
  - 2. After selecting a theme for your four-page newsletter, write six different theme-oriented articles that are approximately 350 words in length. Each article should be typed in a word processing document and submitted to the instructor for editing and approval to include in the newsletter.
- C. Out-of-Class Assignments
  - 1. Using the Internet, research "page layout software." Create a document that lists three different page layout softwares and include a description of each software's features and cost. Be prepared to discuss and share your findings in class.
  - 2. Analyze the business publications provided by the instructor and determine where the principles of design have been applied. In a paper, explain how these principles have been applied and how they improve the appearance and readability of the document or could be improved upon.

## VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

- A. Fisher, A.. Adobe InDesign CS6 Illustrated with Online Creative Cloud Updates. 1st Edition. CENGAGE Learning, 2012.
- B. Botello, C.. Adobe® Photoshop® CS6: Illustrated. 1st Edition. CENGAGE Learning, 2012.
- C. Williams, R.. The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice. 3rd Edition. Peachpit Press, 2008.

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