

**LAKE AREA TECHNICAL INSTITUTE
COMPUTER INFORMATION SYSTEMS
SYLLABUS**

COURSE

BUS 152 – Desktop Publishing

DURATION

84 Hours, 3 Semester Credits

COURSE DESCRIPTION

This course is an introduction to using Adobe PageMaker 7. In the twelve units, you will learn how to define desktop publishing software, plan and create a publication, place, resize, move and scale graphics, manipulate text blocks, use master pages, set publication preferences, create new colors and apply spot colors, add drop caps, plan business reports, a newsletter, advertisements, menus, poster, a brochure, design an index, and plan a web site.

TEXTBOOK AND MATERIALS

Adobe PageMaker 7.0 - Illustrated, Kevin Proot, Course Technology, 2003
Adobe PageMaker 7 Software
Additional handouts may be provided during the course

ASSIGNMENT POLICIES

Due Dates

Assignments will have scheduled due dates and test dates as each task is started. Test grades and/or assignment grades will be reduced 10% if not completed on the scheduled hour and an additional 10% each day late. This policy will be applied regardless of the reason for missing a test or handing in a late assignment (If the instructor is notified in advance, this policy may be adjusted). If you miss a class, it is your responsibility to determine what you missed, and to complete any missed work as soon as possible.

Incompletes

At the end of a semester, unfinished assignments or tests will be recorded as 0 (zero) percent, averaged with grades from completed work, and grades issued accordingly. A grade of “Incomplete” will be given in this course only for students with extenuating circumstances.

Attendance

Technical education is training for a job. Therefore, you are expected to contact your instructor or internship site if you will be absent, just as you would your employer. Call the school as soon as you know that you will be absent. The phone number is 882-5284 Ext 285. Your instructor has voice mail available for messages. Class attendance requirements are very strict and are followed very closely. You will be allowed to miss 6 hours of class during the duration of the course. Tardies will be included in the total time absent. There will be no distinction between “excused” and “unexcused” absences. With the 7th absence, you will be dropped from the class roster.

Assignments

Expect to spend 6 - 8 hours each week on assignments. Make sure your name, class day & time, and exercise number appear on each assignment.

Grading

Grade Scale: 94% - 100% = A 87% - 93% = B 80% - 86% = C

COURSE POLICIES**Student Conduct in Class**

Any acts of classroom disruption that go beyond the normal rights of students to question and discuss with instructors the educational process relative to subject content will not be tolerated, in accordance with the Class Etiquette described in the Student Handbook. Alteration of the operation and function of installed workstation software, especially the ALTARIS, NOVELL and anti-virus products or the downloading and/or use of additional software is strictly prohibited and carries severe penalties including being denied access to the campus computer system.

Children In Class

Only in extreme cases are children allowed in classroom or laboratory facilities, and then only with approval of the instructor prior to class.

Electronic Devices In Class

Cellular phones, pagers, CD players, radios, and similar devices are prohibited in the classroom and laboratory facilities.

Cheating

Students are expected to uphold the school's standard of conduct relating to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be that of the student's own work. Students shall be guilty of violating the honor code if they:

1. Represent the work of others as their own.
2. Use or obtain unauthorized assistance in any academic work.
3. Give unauthorized assistance to other students.
4. Modify, without instructor approval, an examination, paper, record, or report for the purpose of obtaining additional credit.
5. Misrepresent the content of submitted work.

The penalty for violating the honor code is severe. Any student violating the honor code is subject to receive a failing grade for the course and will be reported to the Office of Student Affairs. If a student is unclear about whether a particular situation may constitute an honor code violation, the student should meet with the instructor to discuss the situation.

Tutor Assistance

The Educational Services Center (ESC) offers help in pre-technical classes. They are located in the library. Peer Tutors are available upon request at no cost to the student.

TOPICS COVERED**Getting Started with Adobe PageMaker 7.0**

- Define desktop publishing software

- Start PageMaker 7.0
- Open a publication
- View the PageMaker program window
- Set the zero point and use ruler guides
- Work with the toolbox
- View a publication
- Get Help
- Close a publication and exit PageMaker

Creating a Publication

- Plan a publication
- Create a new publication
- Place a graphic
- Resize and move a graphic
- Add text and lines to a publication
- Format text
- Save a publication
- Print a publication

Working with Text

- Plan a fact sheet
- Create columns
- Import and place text
- Control the flow of text
- Manipulate text blocks
- Move and resize text blocks
- Drag-place text
- Use reverse text

Modifying Text

- Plan a business report
- Open story editor
- Create and place text with story editor
- Edit text in story editor
- Check spelling
- Find and change text
- Apply multiple character formats to text
- Apply multiple paragraph formats to text
- Insert and remove pages
- Create a table
- Edit a table
- Enhance a table

Working with Multiple Pages

- Plan a newsletter
- Use master pages
- Create a new master page
- Modify a master page
- Apply master pages
- Use and define styles
- Apply styles
- Edit styles
- Add jump lines and balance columns
- Rearrange pages
- Mask objects

Working with Graphics

- Plan an advertisement
- Change line weights and styles
- Crop a graphic

- Rotate an object
- Stack objects
- Create a shadow box
- Wrap text around a graphic
- Create a custom text wrap
- Create a polygon
- Use frames
- Use the Picture palette

Formatting Text

- Plan a menu
- Set publication preferences
- Examine the Control palette in character view
- Examine the Control palette in paragraph view
- Format text using the Control palette
- Adjust the baseline
- Adjust text spacing
- Set character widths
- Set tabs
- Set indents
- Use the Bullets and numbering Plug-in

Using Advanced Graphics

- Plan a poster
- Examine the Control palette in object view
- Link a graphic to a publication
- Scale a graphic
- Modify an inline graphic
- Skew an object
- Reflect an object
- Change an object's link
- Use layers
- Use image control
- Plan a poster

Adding Color and Using Mail Merge

- Plan a brochure
- Apply color to text and graphics
- Plan color use in PageMaker
- Use a color library
- Create a new color
- Apply spot colors
- Edit a color and create a tint
- Trap colors
- Create color separations
- Save for a service provider plug-in
- Set up a data merge
- Run a data merge

Working with Long Publications

- Design an index
- Add index entries
- Use index keyboard shortcuts
- Use the index shortcut menu
- Create a cross-reference
- Set index format
- Generate an index
- Edit an index
- Create a table of contents
- Add a drop cap

- Use the build booklet plug-in

Publishing Electronically

- Review file formats used for electronic viewing
- Plan a Web site
- Set up a publication for a Web site
- Create a navigation scheme with hyperlinks
- Format hyperlinks
- Create hyperlinks to URLs and e-mail addresses
- Export a PageMaker publication to an HTML file
- Modify an HTML file in PageMaker
- Create a PDF file
- Use Acrobat Reader to view a PDF file
- Add a PDF file to a Web Site

Additional Projects

- Create a letterhead
- Create a calendar
- Create an advertisement
- Create a poster template
- Create a brochure
- Create a newsletter
- Create a report and export it to PDF