

Date Adopted: May, 1989

Date Reviewed: Aug 2015

Date Revised: Aug 2015

OAD 230 ELECTRONIC PUBLISHING

I. OAD 230 ELECTRONIC PUBLISHING – 3 Semester Hours

II. Course Description

This course is designed to introduce the student to the elements and techniques of page design, layout and typography through classroom instruction and outside lab. Emphasis is on the use of current commercial desktop publishing software (MS Publisher 2000) to design and print high-quality publications such as newsletters, brochures, forms, and flyers. Upon completion, the student should be able to utilize proper layout and design concepts in the production of attractive desktop published documents.

III. Prerequisite

OAD 125/ or permission of instructor.

IV. Textbook

Textbook: Microsoft Publisher 2013 Comprehensive

Publisher: Course Technologies

Author: Shelly Cashman/Starks

V. Course Objectives

1. The student become familiar with publishing and layout concepts as presented in MS Publisher.
2. The student will learn to design publishing projects such as, newsletters, brochures, forms and flyers.
3. The student will be able to perform document management tasks.

VI. Course Outline of Topics

Students enrolled in this course will complete the following objectives. Grades for the course will be based upon class assignments, written examinations, and performance tests. To receive a passing grade for the course, the student must achieve an average score of at least 60% on all work.

1. The student will be able to identify and describe concepts and terminology of this electronic publishing program.
2. The student will learn to design publishing projects such as, newsletters, brochures, forms and flyers.
3. The student will design many publications utilizing the following concepts:
4. Using Publisher wizards
5. Using Publisher templates
6. Using graphics, WordArt and other objects in publications
7. Using web concepts and html formatting in creating and saving publications
8. The student will be able to perform document management tasks.
9. The student will be able to create, select, and modify font and typeface characteristics in publications.
10. The student will be able to demonstrate an understanding of the role of graphic design and image scanners in producing publications..
11. The student will be able to create and apply styles and/or templates to publications.
12. The student will be able to apply multi-chapter features such as tables, forms, indexes, and page numbering to publications.

VII. Evaluation and Assessment

Evaluation and assessment will be determined by the instructor and specified on the instructor's class syllabus. Grades will be based upon following scale: A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

VIII. Attendance

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect eligibility for federal financial aid.

IX. Statement on Discrimination/Harassment

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual's race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

X. Americans with Disabilities

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College. The ADA Accommodations Office is in FSC 305 (205-856-7731).