

Approval Dates:

Division \_\_\_\_\_

CRC \_\_\_\_\_

Board of Trustees \_\_\_\_\_

**MISSION COLLEGE  
ASSOCIATE DEGREE CREDIT COURSE OUTLINE**

**SECTION I Course Data**

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**COURSE NUMBER**

GRART 67

**COURSE TITLE**

Advanced Desktop Publishing

**UNITS**

3

**LECTURE HOURS (PER WEEK)**

2.0

**LAB HOURS (PER WEEK)**

3.0

**CREDIT / NO CREDIT OPTION**  YES \_\_\_ NO**MAY THIS COURSE BE REPEATED?**  YES \_\_\_ NO; How many times?  1**RECOMMENDED FOR CREDIT BY EXAMINATION?** \_\_\_ YES  NO**CATALOG COURSE DESCRIPTION**

Acceptable for credit: California State University

This advanced course using page layout software on Macintosh computers. This course will provide an in-depth study of PageMaker and Quark Express more sophisticated features for students who have successfully completed the beginning Desktop Publishing course. Advanced Desktop Publishing will focus on the use of style sheets, creating templates, kerning type, and how to save time using the computer. Credit/No Credit Option. *This course may be repeated one time.*

**DESCRIPTION FOR THE SCHEDULE OF CLASSES**

Preq: GRART 50 and GRART 63 or C ART 60. This is an advanced course using PageMaker software on Macintosh computers this course will provide an in-depth study of PageMaker's more sophisticated features for students who have successfully completed the introduction to Desktop Publishing course. Advanced PageMaker will focus on the use of style sheets, creating templates, kerning type, and creating multiple-page documents. Credit/No Credit Option.

**ACCEPTABLE FOR TRANSFER CREDIT:**

California State University; Yes X No \_\_\_\_\_

University of California; Yes \_\_\_ No \_\_\_ (Check Yes to apply for UC transferability.)

**PREREQUISITE**

**COREQUISITE**

GRART 50 and GRART 63 or C ART 60.

**SECTION II Course content**

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**A. COURSE CONTENT AND SCOPE**

Upon completion of this class the student should be able to:

1. demonstrate proficiency in using a Macintosh computer system configured to produce industry quality desktop published material.
2. manipulate documents using page layout software and compare desktop publishing/page layout products.
3. evaluate computer graphic input devices and determine when best to use them for the production of quality documents, including Optical Character Recognition (OCR) and graphics scanners.
4. demonstrate an advanced level of editing using proofreader's marks.
5. demonstrate an advanced level of knowledge of page layout, typography, and related aesthetics of desktop publishing.
6. problem solve a variety of page layout and typesetting exercises taken from real-world situations.
7. develop a portfolio of quality desktop published materials.
8. develop good work habits suitable for industry.
9. identify career options within industry.

**Section II**

**1. Course Content and Scope**

**A. Outline of topics to be addressed in the course**

1. Working with the advanced features of PageMaker.
2. Review of:
  - a. Icon/graphic user interfaces.
  - b. Icon/graphic driven file system
3. Using proofreader's marks for editing.
4. Advanced use of PageMaker software.  
Advanced use of page layout, word processing, and graphics software as used in a desktop publishing environment

5. Advanced use of input and output devices for desktop publishing.
6. Equipment maintenance and handling and care of disks.
7. Advanced use of keyboard shortcuts and pre-programmed keys found in desktop publishing software.
8. Advanced page layout design and related aesthetics.
9. Editing and correcting copy.
10. Creating using templates and style sheets in large documents.
11. Desktop publishing and typographic terminology.
12. Advanced use of clip-art (click-art) and review of applicable copyright restrictions.
13. Employment opportunities in desktop publishing..

**B. Appropriate readings**

Students will be given approximately 6 pages of reading from the textbook per week. In addition, manuals and materials related to software packages, devices, and periodicals may be assigned as appropriate (i.e., a comparison of page layout programs such as Quark Express vs. PageMaker).

**C. Writing assignments, demonstrations of ability to use symbol systems, or demonstrations of ability to apply skills learned in course**

See Section E: Critical Thinking

**D. Outside assignments**

Students will be expected to perform an average of 6 hours of reading/outside assignments per week. Assignments may include collecting samples of desktop published materials and rating their effectiveness; re-creating examples of work found in industry; working with other students to create a portfolio of desktop published materials. Readings and outside assignments will be based on real world problems.

**E. Appropriate assignments that demonstrate critical thinking**

All assignments involve critical thinking and will require students to formulate an opinion about the aesthetic elements in a document. Students will analyze typefaces, evaluate the effectiveness of a typeface used, and make suggestions for alternate typefaces/styles. They will be required to compare and contrast examples of typographic documents and to analyze the most effective techniques to use in solving a typographic problem. Students will evaluate their own work as well as the work of professionals. All assignments will be based on real world problems

## F. Cultural Pluralism

Cultural pluralism is encouraged through group and paired learning activities with classmates from various cultures. Students will create multiple page projects as a team, with subject matter that focuses on life experience, graphic art history, employment customs in other countries, or other pertinent subject matter that will increase their awareness of cultural diversity.

## 2. Method of Instruction

- A. Lecture
- B. Demonstrations
- C. Slide, film, and video materials
- D. Field trips
- E. Guest lectures
- F. Printed materials, i.e., books, magazines, etc.
- G. Lab practice in the use of appropriate computer software.

## 3. Texts and Supplies

- A. Required text: *PageMaker 4.0 Made Easy* by Martin Mathew.
- B. Selected reading from *The Illustrated Book of Desktop Publishing and Typesetting* by Michael L. Kleper, publishing periodicals, graphic design books, and magazines.
- C. Miscellaneous supplies, i.e., 3-ring binder, unlined paper, pens and pencils, pica rulers, type gauges, and a comprehensive spelling manual.
- D. Diskettes

## 4. Evaluation

Evaluation of students based on: 1) performance on lab assignments; 2) quizzes; 3) mid-term exam; 4) final exam; 5) attendance; 6) class participation.

## SECTION III

### 1. Needs Assessment

This course covers advanced features not previously covered in the Introduction to Desktop Publishing class. After surveying students for input, we found that students wanted more information about the advanced features of desktop publishing software and more time to practice with multiple page documents.

This course has been offered as a 99 course with overwhelming positive response.

**2. Resources Needed or Anticipated**

- a. Macintosh computer with DataShow overhead projector (currently available).
- b. Aldus page Maker 4.0, Microsoft Word 4.0, Adobe Illustrator 3.0, Quark Express 3.0 (for demonstration) all of which are currently available.
- c. Student computer lab for student use.

**3. Plan for Evaluation**

This course will be evaluated by students using a supplied evaluation form on a semester by semester basis, and on-site by departmental staff on a yearly basis.

**4. This Course Should be Considered for Satisfying**

- a. Requirements for an Associates Degree as a major elective.
- b. Requirements for a Certificate as an elective.
- c. This course should not be considered for meeting general education transfer requirements.

2/14/95