



## Course Number and Title: OAT 242 Desktop Publishing

**Campus Location:**

Georgetown, Dover, Wilmington

**Effective Date:**

2020-51

**Prerequisite:**

ENG 006 or ENG 007

**Co-Requisites:**

none

**Course Credits and Hours:**

4.00 credits

3.00 lecture hours/week

2.00 lab hours/week

**Course Description:**

In this course, students use Adobe Creative Suite to layout, design, and produce professional print and digital publications.

**Required Text(s):**

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

**Additional Materials:**

None

**Schedule Type:**

Classroom Course

Hybrid Course

Online Course

**Disclaimer:**

None

**Core Course Performance Objectives (CCPOs):**

1. Plan, design, and prepare documents. (CCC 1, 2, 5; PGC OAT 1, 3, 4; GBT 1, 2, 4)
2. Use appropriate software for completion of projects. (CCC 2, 5; PGC OAT 1, 3, GBT 1, 2, 4, 6)
3. Use critical thinking and problem-solving skills. (CCC 2; PGC OAT 1; GBT 1, 2, 4, 6)
4. Use knowledge of content and organization of application software. (CCC 1, 2, 4; PGC OAT 1; GBT 1, 4)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

**Measurable Performance Objectives (MPOs):**

Upon completion of this course, the student will:

1. Plan, design, and prepare documents.
  1. Develop appropriate messages for publications.
  2. Combine text and graphics to convey a message.
  3. Devise documents using appropriate design principles.
2. Use appropriate software for completion of projects.
  1. Design logos.
  2. Prepare business cards.
  3. Convert graphics.
  4. Develop advertisements.
3. Use critical thinking and problem-solving skills.
  1. Relate and devise solutions to real-world business situations.
  2. Use case-study scenarios to develop publishable documents.
  3. Search for appropriate graphics using Internet search engines.
4. Use knowledge of content and organization of application software.
  1. Multitask by using multiple applications simultaneously.
  2. Import and export files.
  3. Import text and graphic objects.

**Evaluation Criteria/Policies:**

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

**Final Course Grade:**

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Summative: Final Project	20%
Summative: (2-5) Application-based Adobe InDesign Application-based Exams (Equally weighted)	25%
Formative: Quizzes/Hands-on Assignments/Projects; Participation, etc. (Equally weighted)	55%
TOTAL	100%

**Core Curriculum Competencies (CCCs are the competencies every graduate will develop):**

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

**Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):****OATAASOAT**

1. Produce the documents necessary for a functioning business office.
2. Demonstrate accurate and efficient keyboarding skills.
3. Integrate office-related skills to function in a professional manner within the workplace.
4. Use diverse research methods and information sources to complete a variety of business documents.

**BSSAASGBT**

1. Integrate professional, ethical, and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Apply the principles of human resource management to organizations.
4. Evaluate the actions taken to acquire and retain customers.
5. Measure and track financial performance of an organization.
6. Analyze and apply the strategic management process to organizations.

**Disabilities Support Statement:**

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.