Desktop Publishing
BE 218 – Spring 2000

Call #: 02861; Class Meetings: 2:30 pm – 3:45 pm, T & Th; Room: May 19; Credits Hrs.: 3

Instructor: Rolf Butz
Office Hours: ¼ hour after class, or to be arranged
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Course materials:
1. Handout material
2. 1x 100MB yellow Iomega PC-100 Zip Disk

Course description: This course is designed to be an introduction to the concepts and methods used in desktop publishing. Desktop publishing software utilized are Adobe PageMaker, Adobe Photoshop and CorelDraw as well as the incorporation of digital photography and scanned images. Students will be introduced to basic layout and design techniques, typography, computer graphics, and use of various printing devices. In addition, knowledge will be gained in operating IBM compatible computers.

Course Goal: Students should expect to leave the course with a general understanding of what desktop publishing can accomplish.

Student Outcome: To create and print a multi-page document which incorporates a variety of visual elements including text, graphics, columns and formatting other than the default settings, using advanced layout principles e.g. newsletter, brochure, advertisement or magazine.

- To understand the difference between DTP and how it differs from word processing
- To understand basic layout principles, e.g. balance, contrast, focal point, consistency and organization, as well as creation of a 'master page' or 'background'
- To be introduced to the specific DTP software by means of handouts
- To acquire knowledge of typography e.g. font size, style, kerning, alignment, hyphenation and line spacing
- To be able to import and manipulate text and images from various sources
- To use graphic tools e.g. shapes, lines, fills, color and borders, and optional scanning techniques

Course Content Outline:
PageMaker handouts, Job 1 – 10
Digital Photography, Scanning Projects
CorelDraw assignments
Teaching Strategies: An overall presentation of the individual handouts is taught first, and then students will work on hands-on assignments. Discussion and Question are encouraged to enhance the handout material.

Student’s performance assessment:

Hands-on assignments – 50% of grade
Midterm test (PageMaker) – Final test (CorelDraw) 50% of grade

Email account required: All students must have an email account and must provide me with their email address. All students are expected to check their Email accounts daily (weekends excluded) for messages relating to this course.

Course Policies: You may use your home and/or office computer for assignments, but assignments must be completed using the programs that are designated for this course.

Regular lecture attendance will be critical to success in this course. Much of the material that will be presented will not be readily available elsewhere.

All assignments must be turned in, by you, at the beginning of class on the due date. Extensions will be allowed only under extreme circumstances.

All quizzes or tests will be announced in advance. No make-up quizzes or tests will be given under any circumstances unless a documented reason is given for your absence.

Assignments must be your own original work. Copying or imitating the work of other students is a serious violation of academic integrity.

Please adhere to all DSU regulations in the classroom including no eating, or drinking.