

Washtenaw Community College Comprehensive Report

BOS 208 Desktop Publishing for the Office Effective Term: Winter 2014

Course Cover

Division: Business and Computer Technologies

Department: Business Office Systems

Discipline: Business Office Systems

Course Number: 208

Org Number: 13310

Full Course Title: Desktop Publishing for the Office

Transcript Title: Desktop Publishing for Office

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Course description

Outcomes/Assessment

Objectives/Evaluation

Rationale: Update descriptions and add outcomes and assessment methods.

Proposed Start Semester: Winter 2013

Course Description: This course will prepare students to apply basic publishing skills while creating flyers, newsletters, brochures, letterhead, business cards, and other publications. The course will enable the student to create a publication from scratch or use a template with a business information set. Students will create, manage, revise and distribute publications. Students must be familiar with Windows and have keyboarding skills of at least 25 wpm.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

General Education Area 7 - Computer and Information Literacy

Assoc in Arts - Comp Lit

Assoc in Applied Sci - Comp Lit

Assoc in Science - Comp Lit

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Create and revise publications similar to those used in academic and business environments.

Assessment 1

Assessment Tool: Portfolio of design publications

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Scored using a rubric

Standard of success to be used for this assessment: 75% of students will score 75% or higher.

Who will score and analyze the data: Departmental Faculty

Assessment 2

Assessment Tool: Practical Exam

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Checklist

Standard of success to be used for this assessment: 75% of students will score 75% or higher.

Who will score and analyze the data: Departmental Faculty

2. Plan, design and evaluate various publications from supplied templates in order to disseminate information effectively.

Assessment 1

Assessment Tool: Portfolio of design publications

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Scored using a rubric

Standard of success to be used for this assessment: 75% of students will score 75% or higher.

Who will score and analyze the data: Departmental Faculty

Assessment 2

Assessment Tool: Practical Exam

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Checklist

Standard of success to be used for this assessment: 75% of students will score 75% or higher.

Who will score and analyze the data: Departmental Faculty

3. Use Microsoft Publisher tools and advanced formatting techniques to customize and design visually appealing publications from scratch.

Assessment 1

Assessment Tool: Practical Exam

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Checklist

Standard of success to be used for this assessment: 75% of students will score 75% or higher.

Who will score and analyze the data: Departmental Faculty

Assessment 2

Assessment Tool: Portfolio of design publications

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Scored using a rubric

Standard of success to be used for this assessment: 75% of students will score 75% or higher.

Who will score and analyze the data: Departmental Faculty

Course Objectives

1. Describe common types of publications and their purposes.

Matched Outcomes

2. Create flyers and letterhead.

Matched Outcomes

3. Use the brochure options to create a trifold brochure.

Matched Outcomes

4. Apply font and paragraph formatting to text in a publication.

Matched Outcomes

5. Insert, format, and move textboxes and graphic objects in a publication.

Matched Outcomes

6. Create and edit a newsletter template.

Matched Outcomes

7. Create custom publications, custom fonts and custom color schemes.

Matched Outcomes

8. Use business information sets to create business cards.

Matched Outcomes

9. Display text, graphics, and dates in a tabular format.

Matched Outcomes

10. Prepare and package a publication for a printing service.

Matched Outcomes

11. Merge publications with data.

Matched Outcomes

New Resources for Course

Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities

Reviewer

Faculty Preparer:

Joyce Jenkins

Department Chair/Area Director:

Joyce Jenkins

Dean:

Action

Faculty Preparer

Recommend Approval

Date

Mar 11, 2013

Mar 11, 2013

Rosemary Wilson

Recommend Approval

Mar 21, 2013

Vice President for Instruction:

Bill Abernethy

Approve

Apr 22, 2013