

COURSE OUTLINE

CMSY-115

Introduction to Desktop Publishing

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

In this course, students will use popular Windows-based desktop publishing software (either Ventura Publisher, Aldus PageMaker, or QuarkXPress) to produce documents that are in demand by today's businesses and publishers--brochures, business reports, newsletters and booklets. The goal of this course is to familiarize students with the *process* of creating documents--from initial design concepts through production via desktop publishing software--and to train students in the proper use of the software's features and commands. Prerequisite: CMSY-110 or competency in DOS and Windows 3.x. (2 hours lecture, 2 hours lab)

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. Create a basic, multi-paged document of simple design.
2. Select typefaces and type sizes that are appropriate for the publication.
3. Create stylesheets and apply styles (or tags) to selected portions of text.
4. Import graphics into a document, and size and position them appropriately.
5. Create master pages (or an underlying page frame) that sets up a basic design grid for a document.
6. Set up elements that repeat on all pages of a document, such as page numbers, headers, footers, and rules.
7. Define, select and use color in a document.
8. Save a document file (or a chapter file) and retrieve it for future use.
9. Print a document on a laser printer.
10. Archive (or backup) a document file and all its related files to a floppy disk.
11. Create and use a template file for a document.
12. Create a multi-chapter *publication* (or book) with an automatically-generated table of contents.

Major Topics

- A. The theory of how documents are created with desktop publishing software--text files, graphic files, and desktop publishing document files; the differences and similarities of word processing and desktop publishing.
- B. Basic Windows commands--use Program Manager, use File Manager, move and resize windows, launch applications, exit applications, minimize applications, save files, retrieve files.
- C. Set up master pages (or the underlying page frame)--select margins, set the number of text columns, and draw layout guidelines.

- D. Import (load or place) text files into a document--flow text file onto multiple pages of a document, and thread (or link) text automatically from page to page of a document.
- E. Create and use stylesheets--define styles (or creating tags), apply styles (or tags) to paragraphs of text, save stylesheets, and retrieve stylesheets.
- F. The theories of typography to maximize legibility and readability--the differences between serif and sans serif typefaces; appropriate typefaces, sizes and leading (line spacing) for body text and headlines; the difference between kerning and tracking.
- G. Set text attributes--typeface, size, boldface, italics, underscore, alignment, leading (line spacing), spacing before/after paragraph, automatic 1st line paragraph indent, left/right margin indents, automatic rules above/below, and hyphenation.
- H. The technicalities of fonts--softfonts vs. printer resident fonts, scalable vs. bitmapped, Postscript and TrueType fonts.
- I. Import (load or place) graphic files into a document; resize, move and position them on a page.
- J. The technicalities of graphics files--bitmapped vs. vector-drawn objects, commonly used formats (EPS, TIFF, GEM, CGM, PCX), and exporting from other graphics applications to desktop publishing applications.
- K. Set frame attributes (in Ventura and QuarkXPress)--width, height, x-y position, background color, automatic rules above/below/around, number of text columns, text inset (or margins), and text runaround (or padding).
- L. Edit text and objects--cut and paste text, cut and paste objects (graphics, frames or text blocks), insert text, insert special characters and true typographic marks, spell check, search and replace, and use Story Editor (in PageMaker).
- M. Set tabs in text.
- N. Create special effects for text--bullets, drop caps, numbered paragraphs.
- O. Set up repeating page elements--headers, footers, rules and graphics.
- P. Create multiple chapters of a publication--create a master template for all chapters, combine chapters as a publication (or book), and generate an automatic table of contents.
- Q. Save documents--"Save" vs. "Save As", archiving and backing up files to floppy disks, and copying all linked files for a publication.
- R. Printing documents--Postscript vs. non-postscript laser printers, printing .EPS (postscript) graphics, and output settings.

Course Requirements

Grading/Exams: Grading procedures will be determined by the individual faculty member but will include the following:

- Exams will be given in the computer lab and will include both written questions and performance tasks on the computer.
- Labs/projects will be assigned that will be worked on during lab periods and completed outside of class time. Students may use the HCC Open Computer Lab or any microcomputer (personal or business) that has the appropriate desktop publishing application.
- In addition, a final project will be assigned to demonstrate the student's ability to use the desktop publishing application to produce a document. The visual design, format and content of this project will be determined by the student: the project's technical requirements (such as length and specific application features/commands) will be determined by the faculty member.