



## SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

<b>Course Number</b> <b>Course Name</b>	OA261 DESKTOP PUBLISHING MS PUBLISHER
<b>Credit Value</b> <b>(Breakdown of theory and lab credits)</b>	3 Theory
<b>Catalog Course Description</b>	Introduction and application of desktop publishing concepts using Microsoft Publisher in the Windows environment to create flyers, newsletters, reports, brochures, resumes, and other publications using page-layout software. (3, 3T+0S)
<b>Student Learning Outcomes/Objectives /Competencies of the Course</b>	<ol style="list-style-type: none"> <li>1. Develop the skills to create professional publications.</li> <li>2. Add text to publications.</li> <li>3. Insert images into publications.</li> <li>4. Create special elements for various publications.</li> <li>5. Define graphic types for publications.</li> <li>6. Identify the basic concepts within specialty publications.</li> <li>7. Create newsletters for a variety of community groups.</li> <li>8. Develop a brochure for school use.</li> <li>9. Create banners and flyers.</li> <li>10. Define the types of printing involved in publishing</li> </ol>
<b>College-Wide Student Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Critical Thought</li> <li><b>3. Information Literacy</b></li> <li>4. Cultural Competence</li> </ol> <p>Outcome in Bold</p>