

CSA 108 Desktop Publishing
Spring 2008
Tuesday Nights March 18th – May 6th
Doane College - Lincoln

Instructor: Robin Hadfield

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Course Description: In this course students will be using computers, printers, & Microsoft software (mainly Word) to create eye-catching and professional looking documents and publications. This course uses software you are already familiar with in ways you may have never thought of.

Course Objectives: Upon completion of CSA 108, students will have an understanding and the skills to be able to:

- ❑ Create stationary for both business and personal use
- ❑ Create and use envelopes & labels
- ❑ Create eye catching & professional quality flyers, newsletters, business cards, & mailers
- ❑ Use unique and creative "out of the box" thinking in order to create professional results

Attendance: This is an 8 Week Course. Class meets for 8 sessions. **Attendance is mandatory. Due to the nature of this class, attendance is not optional, it is expected & REQUIRED for each class session.**

*****An EXCUSED absence is one approved by the instructor BEFORE the start of the missed class, anything other than this is an unexcused absence. An unexcused absence will result in failure of the class. Even if your absence is excused, the MOST points you can make up is half. No more than 1 excused absence per student, after the 1 excused, any absences will result in failure of the class.**

Grades: See attached grading/points schedule

Prerequisite: All students **MUST** show competency in **computer knowledge & use of Microsoft Word**

Required Text: "The Elements of Visual Style" By: Robert W Harris. Available at the Doane Bookstore Lincoln Campus.

Supplies Needed By First week:

- ❑ Notebook
- ❑ Folder/Binder
- ❑ Thumbdrive / Jumpdrive (512 MB Minimum)
- ❑ Above Book

Note To Students: This class will take place in the PC Lab. **IT IS VERY IMPORTANT THAT YOU HAVE YOUR DOANE ID LOGON AND PASSWORD AND HAVE SUCCESSFULLY TRIED TO LOG IN BEFORE THE FIRST CLASS.** If you do not have this information, contact Shawn Soper (466-4774) in the Technology Department BEFORE THE FIRST CLASS.

| Week | What's Covered | Assignment | Points |
|------|---|---|---|
| 1 | <p>Introductions & Class Summary</p> <p>Resources & Programs Word as desktop publisher overview. Graphics & fonts resources</p> | Word Checklist | Attendance & Participation: 20 |
| 2 | Principles of Text & Designing Pages | <p>Read pages 1 – 80 & take notes</p> <p>Find 3 “bad” examples to bring in week 3</p> | <p>Attendance & Participation: 20</p> <p>Notes: 5</p> <p>Examples: 30</p> |
| 3 | <p>Present “bad” examples</p> <p>Principles of Art & Layout</p> <p>Buisness card layout principles</p> | <p>Read pages 81 - 160 & take notes</p> <p>Fix 1 ad</p> | <p>Attendance & Participation: 20</p> <p>Notes: 5</p> <p>Fixed ad: 50</p> |
| 4 | <p>Present fixed ad</p> <p>Make custom logo & color scheme</p> <p>Make business card using logo and color scheme</p> | In class work | <p>Attendance & Participation: 20</p> <p>Logo/Color Scheme: 30</p> <p>Biz Cards: 75</p> |
| 5 | <p>Stationery Letterhead, notecards, return address labels & envelopes</p> <p>Mail merge (if time allows)</p> | In class work | <p>Attendance & Participation: 20</p> <p>Stationery: 100 (25 each)</p> |
| 6 | <p>Newsletter principles</p> <p>Create newsletter</p> | In class work | <p>Attendance & Participation: 20</p> <p>Newsletter: 100</p> |
| 7 | <p>Brochures & Mailers</p> <p>Make Brochure (from provided elements)</p> | In class work | <p>Attendance & Participation: 20</p> <p>Brochure: 125</p> |

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| 8 | Fliers Troubleshooting Fliers | Final Project: Flyer & Brochure using your custom logo and color scheme submitted with copies of your matching biz card & stationery to make a complete marketing package | Attendance & Participation: 20 Fliers: 100 Final: 400 |
|---|--------------------------------------|--|---|

Participation/Attendance:
 160 points
 Weight: 30%

Weekly Assignments:
 620 points
 Weight: 30%

Final:
 400 points
 Weight: 40%

Total Points: 1180
Total Weight: 100%

Grades:

100-97=A+
 96-94=A
 93-90=A-
 89-87=B+
 86-84=B

83-80=B-
 79-77=C+
 76-74=C
 73-70=C-
 69-67=D+

66-63=D+
 62-60=D-
 59 and Below = F

Weighted Point Grading Example:

*Let's say that each category has total points 5, 100, 20, and 400. Now even though the points for each category is drastically different each category will contribute 25% to the weighted total. To elaborate further let's say a student has 3, 88, 19, and 350 points in each category (respectively). Their weighted total would be calculated as follows. $(3/5)*0.25 + (88/100)*0.25 + (19/20)*0.25 + (350/400)*0.25 = .15 + .22 + .2375 + .21875 = .82625$ or 82.625% (B-)*

Robin Hadfield's Classroom Rules:

If you must have a cell phone with you turn it off before entering the classroom. We will take breaks on the hour and you will be able to use/check your phone at that time.

Texting, IMing, MySpace, Facebook (or any other online social networking sites), Email, Cell Phone Games, Computer/Online Games and/or Tournaments, Homework from other courses and Children are NOT ALLOWED IN THE CLASSROOM. Please be respectful of this rule or you'll be asked to leave the class.

Class runs as follows, be sure your schedule allows for this before signing up for the course:

Night classes: 6PM – 10:30PM

We should be completed w/ in-class work no later than 9:30pm, this leaves you time to work on homework, ask any questions you may have, go over any thing you'd like further explained and/or have one on one time with the instructor.