South Central College
OTEC2830 Microsoft Publisher
Common Course Outline

Course Information
Course Number: OTEC2830
Department: Office Administration and Technology
Credits: 3
Usage Date: Fall Semester 2011
Instructional Type: Online

Description
Students will integrate word processing, graphics, and manipulate text graphics to produce professional quality publications. The topics covered are most useful to the student who has prior word processing experience and who needs to understand page compositions and typography for the purpose of preparing documents with flair. The course introduces the concepts, terminology, techniques, and applications of desktop publishing. Design concepts are limited to those useful in business applications and are not intended to present a "graphics/commercial art" focus. The emphasis will be on developing proficiency, preparing applications-based projects, and mastery of the software.

Prerequisites
None

Core Abilities
A. Communication
B. Critical Thinking
C. Math Logic
D. Professionalism
E. Technology Literacy

Competencies
1. Describe features of publisher software
   Learning Objectives
   a. Open Publisher software
   b. Describe Publisher software Help feature and the Office Assistant
   c. Describe the speech and handwriting recognition features of Publisher software
   d. Plan the design of all projects before you begin entering content into Publisher software
   e. Explain the purpose of the personal information feature
2. Create basic publications using publisher Wizard
   Learning Objectives
   a. Select a publication by type
   b. Explore the Publications by Wizard selections
c. Apply color scheme
d. Apply font scheme
e. Enter content into a publication
f. View a completed publication
g. Save a publication
h. Close the publication

3. Create newsletter including imported data from other software applications
   Learning Objectives
   a. Insert and delete pages
   b. Import test files
   c. Edit an Attention Getter
   d. Add a Pull Quote
   e. Insert a WordArt object
   f. Edit and Delete sidebars

4. Create brochure using additional editing and formatting features
   Learning Objectives
   a. Edit a story in Word
   b. Rotate and Insert text boxes
   c. Insert a photograph
   d. Group and Ungroup objects
   e. Create a logo from scratch using Auto Shapes
   f. Create an AutoFit, transparent text box

5. Demonstrate mastery of desktop publishing terminology
   Learning Objectives
   a. Define terms used in desktop publishing
   b. Demonstrate the correct usage of terms in desktop publishing
   c. Incorporate the terms used in desktop publishing into written documents

6. Create flyer using editing and formatting features
   Learning Objectives
   a. Use text editing features
   b. Create a sign
   c. Use spell checker, autocorrect, and the thesaurus
   d. Create a flyer

7. Create a catalog, working with the connecting text boxes
   Learning Objectives
   a. Manage overflow text and autofit
   b. Manage text with autoflow
   c. Connect text boxes manually
   d. Create continued notices
   e. Connect text boxes in a brochure
   f. Apply text wrapping
   g. Plan a table of contents
8. Create a greeting card, working with Word Art and Clip Art
   **Learning Objectives**
   a. Use WordArt in a publication
   b. Insert and manipulate Clip Art
   c. Insert digital photos from the scanner and digital camera
   d. Create a greeting card

9. Apply drawing features to objects
   **Learning Objectives**
   a. Draw lines and arrows
   b. Draw shapes using Autoshapes
   c. Create horizontal rule lines
   d. Use the rotating and flipping features
   e. Apply aligning and snapping to ruler and layout
   f. Use guides
   g. Create borders
   h. Enhance objects using: fills patterns, gradients, tints, shades, textures
   i. Apply recoloring and custom color

10. Prepare business stationery
    **Learning Objectives**
    a. Create business cards
    b. Create business letterhead stationery
    c. Create business envelopes

11. Format images for publication
    **Learning Objectives**
    a. Crop an image
    b. Save an image as a picture
    c. Format an image

12. Format objects using advanced graphic features
    **Learning Objectives**
    a. Group objects
    b. Manipulate objects using resizing and flipping
    c. Align multiple objects
    d. Nudge an object into place
    e. Manipulate objects: layering and send backwards
    f. Create a Master Page
    g. Add headers and footers to Master Page

13. Apply additional text features
    **Learning Objectives**
    a. Incorporate dropped or raised cap
    b. Use kerning, tracking, and scaling

14. Create other publications with templates and mail merge
    **Learning Objectives**
a. Create invitations and cards
b. Create business cards
c. Create a resume
d. Create business forms and letterheads
e. Create banners
f. Create calendars
g. Create advertisements
h. Create award certifications
i. Create gift certificates
j. Create menus
k. Create labels using mail merge
l. Utilize other Publisher templates

15. **Apply design gallery objects to publications**
Learning Objectives
a. Use design gallery objects to enhance publication
b. Print a publication

16. **Create Web pages**
Learning Objectives
a. Plan pages for websites
b. Customize a website
c. Use design checker
d. Save Web pages in HTML
e. Create animated objects
f. Create electronic forms for websites
g. Create a hyperlink

17. **Complete a simulation project**
Learning Objectives
a. Design page layouts
b. Use creativity and imagination
c. Use technical writing skills
d. Use critical thinking
e. Establish a real-world business identity
f. Plan and make decisions
g. Solve document design challenges

18. **Create customized page layout designs**
Learning Objectives
a. Create from scratch design utilizing shapes and forms
b. Develop appropriate color schemes for office documents
c. Identify fonts and sizes