



South Central College

## OTEC 2830 Microsoft Publisher

### Common Course Outline

#### Course Information

<b>Description</b>	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. Microsoft Publisher 2013: Complete is intended for a first course on Publisher 2013. No experience with a computer is assumed, and no mathematics beyond the high school freshman level is required. (Prerequisites: None)
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**Total Credits** 3

**Total Hours** 48

#### Types of Instruction

Instruction Type	Credits/Hours
Lecture	3/48

#### Pre/Corequisites

None

#### Course Outcomes

##### 1. Create flyers

###### Learning Objectives

- Use Publisher template options
- Describe the Publisher window
- Insert and format graphics
- Move, align, and resize objects
- Open and modify a publication
- Create hyperlinks
- Save publications as web publications

##### 2. Publish trifold brochures

### **Learning Objectives**

Choose brochure options  
Swap pictures using the scratch area and arrange thumbnails  
Employ typography such as stylistic sets, ligatures, and drop caps  
Edit captions and caption styles  
Package publications for a printing service  
Explain the use of PostScript files

## **3. Design newsletters**

### **Learning Objectives**

Describe the advantages of using the newsletter medium and identify the steps in the design process  
Edit a newsletter template and navigate pages  
Import text files  
Continue a story across pages and insert continued notices  
Insert marginal elements  
Drag and drop text  
Create templates with property changes

## **4. Create custom publications**

### **Learning Objectives**

Create color and font schemes  
Convert a picture to a drawing object and edit  
Add to the building block library  
Align objects and wrap text  
Customize bullets  
Format an object with a gradient fill, differentiating among text, patterns, pictures, tints, and shades

## **5. Use business information sets**

### **Learning Objectives**

Design letterhead  
Create a business information set  
Insert business information fields into a publication  
Create and apply a new text style  
Apply the read-only attribute to a publication  
Add user-friendly features to an interactive publication  
Publish a portable PDF/XPS file

## **6. Work with Publisher tables**

### **Learning Objectives**

Create tables and enter data  
Apply table formats and shape effects  
Insert and delete rows and columns in tables  
Center and align table data  
Merge, split, and divide cells diagonally  
Use the Master Page  
Embed an Excel table in a publication

## **7. Format and merge publications with data**

### **Learning Objectives**

Recolor and compress a graphic to create a watermark  
Track and kern characters  
Set tab stops and enter tabbed text  
Use the Mail Merge Wizard to create form letters  
Create and edit data source files  
Use grouped field codes  
Select and filter records in a data source  
Insert field codes and preview results

## **8. Generate data-driven catalogs**

### **Learning Objectives**

View, rename, and duplicate a master page  
Add backgrounds to master pages  
Insert headers and footers  
Correct and edit publications using the AutoCorrect feature  
Create catalog pages  
Use the catalog merge area  
Format picture fields  
Preview and merge catalogs  
Work with the Graphics Manager

## **9. Share and distribute publications**

### **Learning Objectives**

Select and format email newsletter templates  
Set the email publication background using patterns  
Insert symbols and special characters  
Create cited definitions  
Insert hyperlinks, hotspots, and mailto hyperlinks  
Preview email publications using Publisher  
Send postcards as email attachments  
Create and print greeting cards

## **10. Edit large-scale publications**

### **Learning Objectives**

Insert, collapse, expand, and merge sections  
Insert and remove page numbers  
Apply border art  
Set text box and cell margins  
Use preset guide patterns  
Link text boxes across pages  
Find and replace text  
Create and use bookmarks

## **11. Create an interactive Web site**

### **Learning Objectives**

Create and format web mastheads  
Insert navigation bars  
Add pages to websites  
Insert animated graphics and alternative text  
Insert form controls to websites  
Set form control properties  
Insert a web hot spot for audio  
Set webpage and navigation bar options  
Use Visual Basic for Applications (VBA) to create a message box  
Set the security level in Publisher

## **SCC Accessibility Statement**

Disability Services provides accommodations and other supports to students with permanent and temporary disabilities that affect their SCC experience. Disabilities may include mental health (anxiety, depression, PTSD), ADHD, learning disabilities, chronic health conditions (migraine, fibromyalgia), sensory disabilities, and temporary disabilities (broken arm, surgery). Common accommodations are extended test time, private room for testing, audiobooks, and sign language interpreter.

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