

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE  
MASTER SYLLABUS

**DESKTOP PUBLISHING**  
**CGT 2140**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Date Revised: Summer**  
**01**

NOTE: This course is not designed for transfer credit.

**Catalog Course Description:**

A study of electronic publishing, including the integration of text and graphics. A functional lab will be included as a component of the course.

**Entry Level Standards:**

Basic Macintosh computer proficiency

**Prerequisite:**

Consent of instructor

**Textbook(s) and Other Reference Materials Basic to the Course:**

Required Text:

*The QuarkXPress Book*, latest edition by David Blatner and Eric Taub

Materials:

Two Macintosh formatted Iomega Zip cartridges, two CD-R discs, matboard as specified by instructor.

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Review and introduction to QuarkXPress tools and menu
2	Introduction to text and formatting/in class exercise; working with text and image; linking text boxes; document construction
3	In class exercise; modifying images/scanning/formatting - project #1 assignment; Quiz
4	Project #1 development; printing terminology; Selecting and applying spot color
5	Preflighting; Usage; Collecting for output; project #1 critique; project #2 assignment
6	Item; Style sheets; Colors; H&Ls; project #2 development
7	Project #2 development; Clipping Paths; Picture box shape editing
8	Mid-Term Review/Exam; project #3 assignment

- 9 Project #2 critique; Master pages; project #3 development
- 10 Project #3 development
- 11 Project #3 development; Imposition; project #4 assignment
- 12 Project #3 critique; die-cut production; project #4 development
- 13 Project #4 development; preflight troubleshooting
- 14 Project #4 development; digital portfolio development
- 15 Final exam review, digital portfolio development, project #4 critique
- 16 Final Exam – written and practical

\*This syllabus is subject to modification by instructor to best meet the educational progression of the students in this course.

## II. Course Objectives\*:

- A. Exhibit knowledge of Macintosh operating system, graphical user interface, hardware requirements, and peripherals for desktop publishing environments. I, II, III, IV
- B. Exhibit knowledge of Postscript page layout programs from an in-depth study of QuarkXPress. I, II, IV
- C. Understand color reproduction; spot color, process color, and printing color proofs. I, II, III, IV
- D. Develop imaging and drawing skills and incorporating graphics in page layout designs. I, II, IV
- E. Develop typographic skills and an understanding of Macintosh font technologies. I, II, IV

\*Roman numerals after course objectives reference goals of the CGT program.

## III. Instructional Processes\*:

Students will:

1. Design and produce a two spot color, single-sided, unfolded promotional sheet that includes text, photographic elements, and graphics – output composite proof and paper “ film” . *Problem Solving / Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategies*
2. Research, design and produce a two-sided multiple-panel rack or direct mail folder for a non-profit organization that includes text, photographic elements, and graphics – output composite proof and paper “ film” . *Problem Solving / Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Active Learning Strategies, Informational Literacy Outcome, Transitional Strategies*
3. Design and produce a multiple page saddle stitched booklet, four color process + one spot color. That includes text, photographic elements, and graphics – output composite proof and paper “ film” . *Problem Solving / Decision Making Outcome, Technological Literacy*

*Outcome, Active Learning Strategies*

4. Design and produce a promotional or point-of-purchase piece that requires die-cutting and fabrication. *Problem Solving / Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategies*
5. Prepare a short demonstration of a software skill to teach to the class. *Communication Outcome, Problem Solving / Decision Making Outcome, Technological Literacy Outcome, Active Learning Strategies*

\*Strategies and outcomes listed after instructional processes reference Pellissippi State' s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

**IV. Expectations for Student Performance\*:**

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

1. Use Macintosh computer skills and understanding the structure and interface (menus, windows, icons, etc.) for page layout, illustration, scanning and image-editing software. A,B,D,E
2. Understand Macintosh hardware and peripherals including the scanner, the laser printers, and postscript color printers. A,B,C,D,E
3. Understand document construction in QuarkXPress. A,B,C,D,E
4. Understand type and typography in page layout programs with an emphasis in QuarkXpress. A,B,D,E
5. Understand desktop color graphics; file formats; and page description language for high-resolution image setting. A,B,C,E
6. Integrate text and graphics in page layout design. A,B,C,D,E
7. Understand desktop color scanning and imaging. A,B,C,D,E
8. Understand electronic prepress systems and working with a service bureau. A,B,C,E
9. Prepare QuarkXpress documents for high-resolution output. A,B,C
10. Pre-flight files prior to output. A,B,C,D,E
11. Demonstrate a basic understanding of commercial printing terms. A,C
12. Demonstrate a basic understanding of commercial papers and terminology. C

\*Letters after performance expectations reference the course objectives listed above.

**V. Evaluation:**

A. Testing Procedures: 25% of grade

Quiz, Mid-term, and Final Practical Exam

B. Laboratory Expectations:

Students will find it necessary to spend additional time in the Macintosh lab in order to successfully complete assignments.

C. Field Work:

N/A

D. Other Evaluation Methods: 75% of grade

Project Portfolio: 50%

In-class exercises: 10%

Attendance/Participation: 15% (Refer to IV Policies, CGT Program)

E. Grading Scale:

A 90—100

B+ 86—89

B 80—85

C+ 76—79

C 70—75

D 60—69

F Below 60

**VI. Policies:**

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog). Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

B. Other Policies:

Roll - Roll will be taken at the beginning of the class period. Three tardies will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.

Make-up Work - In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered during the class period.