

Lecture Contact Hours: 8-9; Outside-of-Class Hours: 16-18;
Laboratory Contact Hours: 24-27; Outside-of-Class Hours: 0;
Total Student Learning Hours: 48-54

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

Business Office Technology 150 – Using Microsoft Publisher

.5 hour lecture, .5 units
1.5 hours laboratory, .5 units
Total units: 1

Catalog Description

Introductory course in Microsoft Publisher for students who wish to acquire a basic understanding of concepts and terminology for the production and design of professional quality publications. Emphasizes graphics, word processing and page layout.

Recommended Preparation

“C” grade or higher or “Pass” in BOT 101AB or 121 or equivalent

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 1) Employ the touch method and proper techniques when keying.
- 2) Key a minimum of 30 net wpm on a 5-minute timed writing.
- 3) Distinguish the various parts of the keyboard and how these parts may be used most effectively.
- 4) Prepare correctly formatted, error-free documents including memos, letters, tables and business reports.
- 5) Use computer commands from a word processing software program to format characters, lines and pages and to perform the basic file management activities of saving, moving, copying, deleting and printing.
- 6) Use editing and proofing tools such as cut, copy, find, replace, spelling and grammar checker, and thesaurus to produce error-free documents. Select appropriate graphics and insert into a document.
- 7) Analyze a given document and edit or enhance as necessary to make it attractive and usable.
- 8) Use relatively complex features of Word to create a variety of documents.
- 9) Evaluate given tasks and select appropriate Word features to accomplish them efficiently.
- 10) Evaluate given tasks and format attractively and appropriately.
- 11) Evaluate completed documents and modify as necessary for 100% correctness and maximum impact.

Course Content

- 1) Getting started with Microsoft Publisher
- 2) Creating a publication
- 3) Formatting text
- 4) Working with art
- 5) Enhancing a publication
- 6) Working with multiple pages
- 7) Using special features

Course Objectives

Students will be able to:

- 1) Identify the features of a Publisher document.

- 2) Create and modify newsletters, sales flyers, posters, postcards, calendars and other typical publications.
- 3) Use the pagination features of Publisher, including numbering and headers and footers on multi-page documents.
- 4) Use clip art, photos, WordArt and other graphics to make publications more attractive and professional according to established criteria.
- 5) Use drawing tools to modify existing graphics and create original ones.
- 6) Resize, crop, layer, rotate and change colors of graphics.
- 7) Use tables to align text and numbers.
- 8) Use, create and modify styles to manage text enhancements such as fonts, colors and drop caps for consistent appearance throughout a document.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Exercises and assessments that measure students' ability to:
 - a. Create and edit documents using Publisher.
 - b. Use, create and modify graphic elements.
 - c. Use styles.
- 2) Tests, midterm and final exams including practical demonstrations that measure students' ability to:
 - a. Create and edit documents using Publisher.
 - b. Use proper terminology for features of Publisher.
 - c. Use page numbering, headers and footers.

Special Materials Required of Student

Electronic storage media

Minimum Instructional Facilities

Computer lab with appropriate software

Method of Instruction

- 1) One-on-one lecture and/or group lecture
- 2) Self-paced reading, practice, assignments and projects
- 3) Individual assistance

Out-of-Class Assignments

- 1) Reading assignments
- 2) Software exercises and projects

Texts and References

- 1) Required (representative example): Starks, Joy. *Microsoft Office 365 Publisher 2019*. Cengage, 2020.
- 2) Supplemental: Cram, Carol M. *Microsoft Publisher Projects*. Cambridge, MA: Course Technology, latest edition.

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and/or knowledge:

- 1) Demonstrate knowledge of page design within the context of Publisher features.
- 2) Analyze a given assignment and apply creative thinking, decision-making, and integration of writing skills to complete it.

- 3) Create newsletters, sales flyers, posters, postcards and calendars.
- 4) Create publications with multiple pages.
- 5) Enhance publications with clip art, photos, WordArt and other graphics, including creating them with drawing tools.
- 6) Modify graphics, including resizing, cropping, layering, rotating and changing colors.
- 7) Use tables to align text and numbers.
- 8) Format text into columns, use and modify styles, and use text enhancements such as fonts, colors, and drop caps.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Create and modify newsletters, sales flyers, posters, postcards, calendars and other typical publications.
- 2) Use the pagination features of Publisher, including numbering and headers and footers on multi-page documents.
- 3) Use clip art, photos, WordArt and other graphics to make publications more attractive and professional according to established criteria.
- 4) Resize, crop, layer, rotate and change colors of graphics.